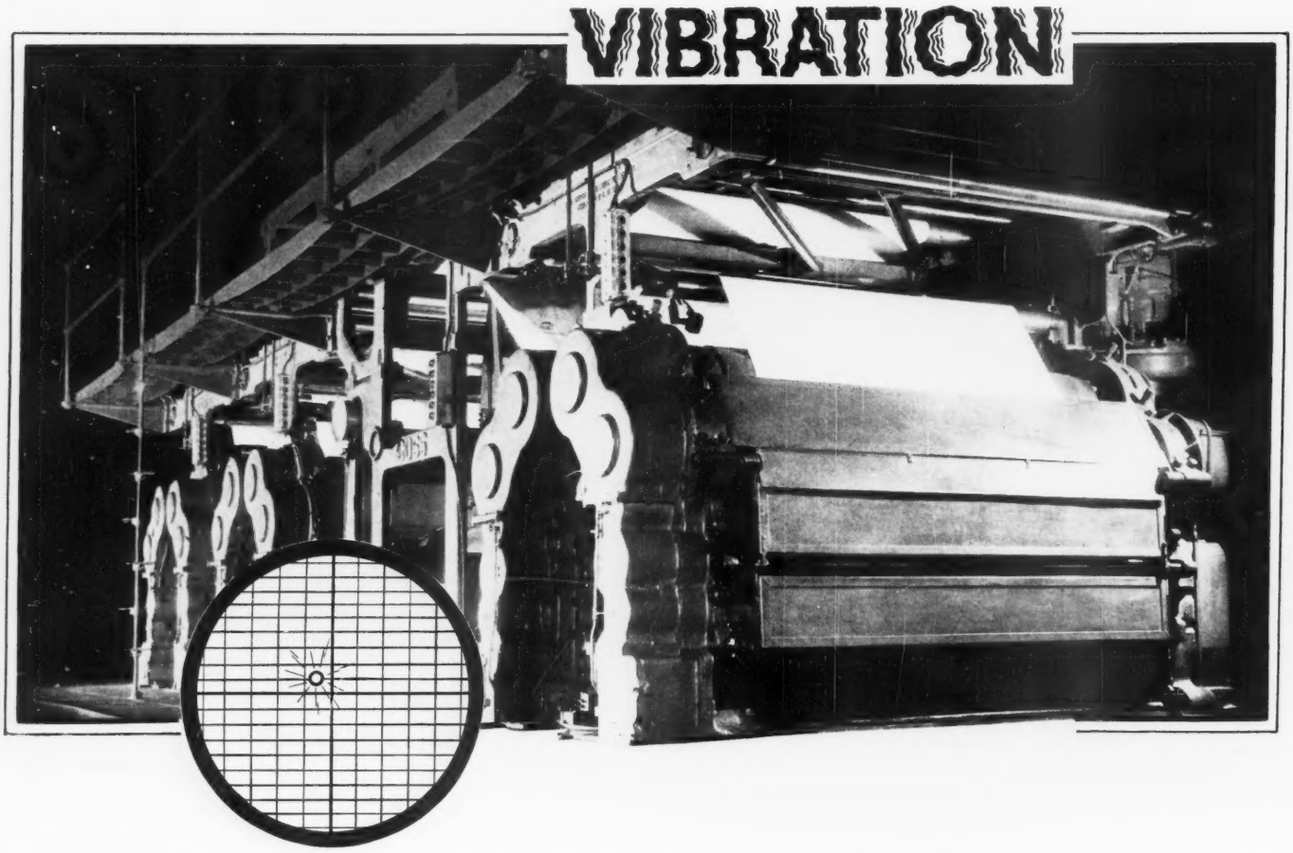
# PRINTING EQUIPMENT ENGINEER

A TECHNICAL PUBLICATION FOR PRODUCTION AND MECHANICAL EXECUTIVES IN THE GRAPHIC ARTS INDUSTRY

# 31 TONS *To check* VIBRATION



## Every long or short run is smoother with the Goss High Speed Anti-Friction Press

● Vibrometer tests prove conclusively that the Goss High Speed Anti-Friction Press has established a new low vibration rate. Tremor, jar and rumble have been reduced to a minimum.

Goss has attained this smoother operation by dynamic balancing of every rapidly rotating part —by precision building—by 31 tons of solid weight in each unit. At any speed, up to 416 r.p.m., the operation of this press is smooth and perfectly balanced. Web breaks are fewer—cylinder jumps are eliminated—the pressroom is a quieter, safer place to work.

100% ball and roller bearing equipment—uniform, mist-free ink distribution—automatic pressure lubrication . . . these exclusive features relieve you of responsibilities, eliminate interruptions, help you produce a better-printed paper and maintain a higher net production record. Check-up on the mechanical features of this press. Write today for full information.

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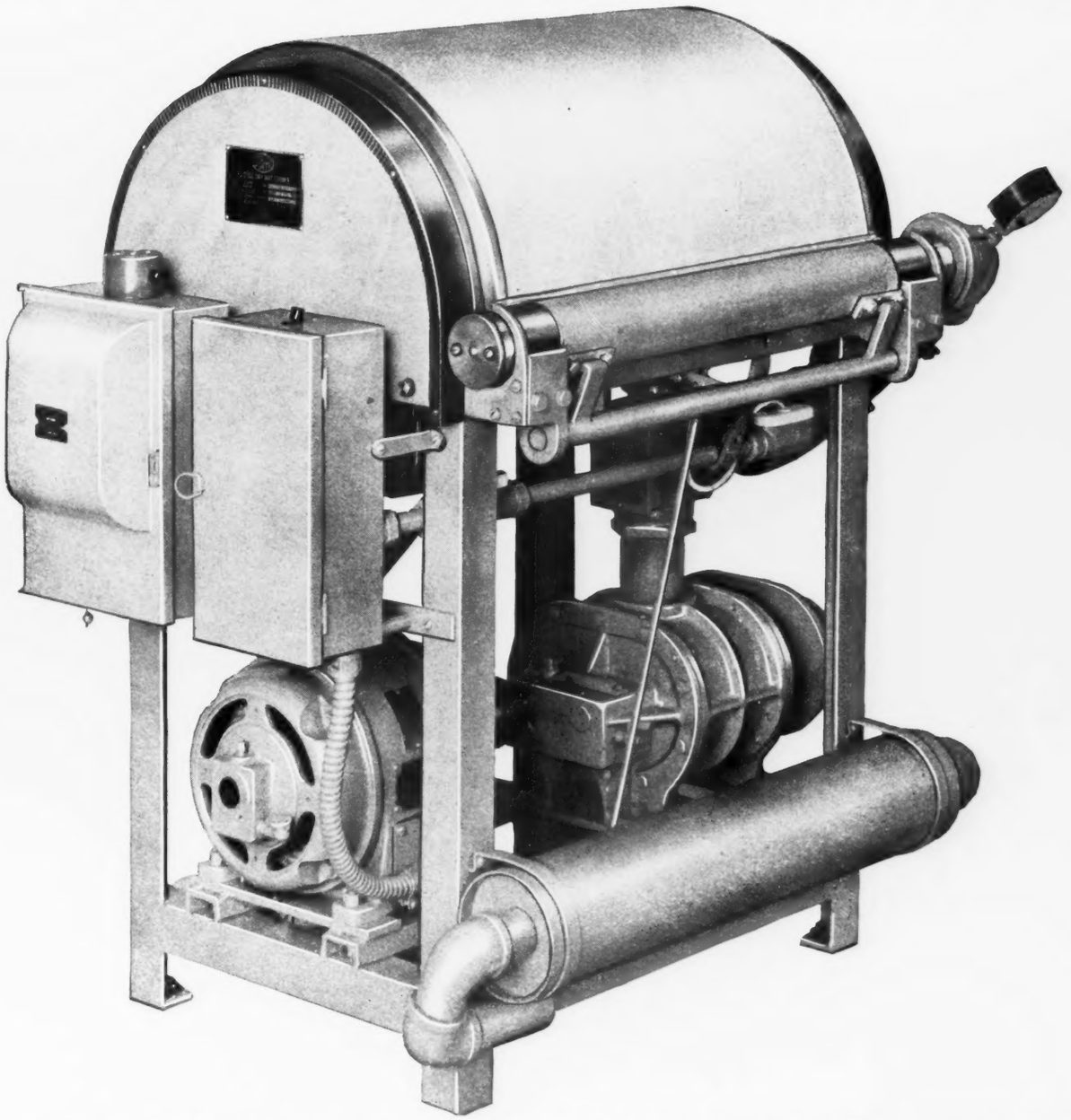
**THE GOSS PRINTING PRESS COMPANY**

PILSEN STATION, CHICAGO

NEW YORK: 220 E. Forty-Second St. - SAN FRANCISCO: 707 Call Building

THE GOSS PRINTING PRESS COMPANY OF ENGLAND, LTD., LONDON, ENGLAND

# THE JUNIOR FORMER HAS WHAT IT TAKES



To put the **Smaller City Daily Newspaper** on a **Quality Printing Basis.** Printing plates cast from **Junior Formed Mats,** are entirely free of **Irregular Printing Contour**—assuring **Quality Printing**—with minimum impression. **Faster** than primitive scorchers—uses less electrical current input.

## STAHI NEWSPAPER SUPPLY COMPANY, INC.

**LOS ANGELES, CALIFORNIA** **PORTLAND, OREGON**

**AGENTS**

GOSS PRINTING PRESS COMPANY
Chicago, Illinois

CERTIFIED DRY MAT CORPORATION
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GOSS PRINTING PRESS COMPANY OF
LONDON, ENGLAND

WOOD FLONG CORPORATION
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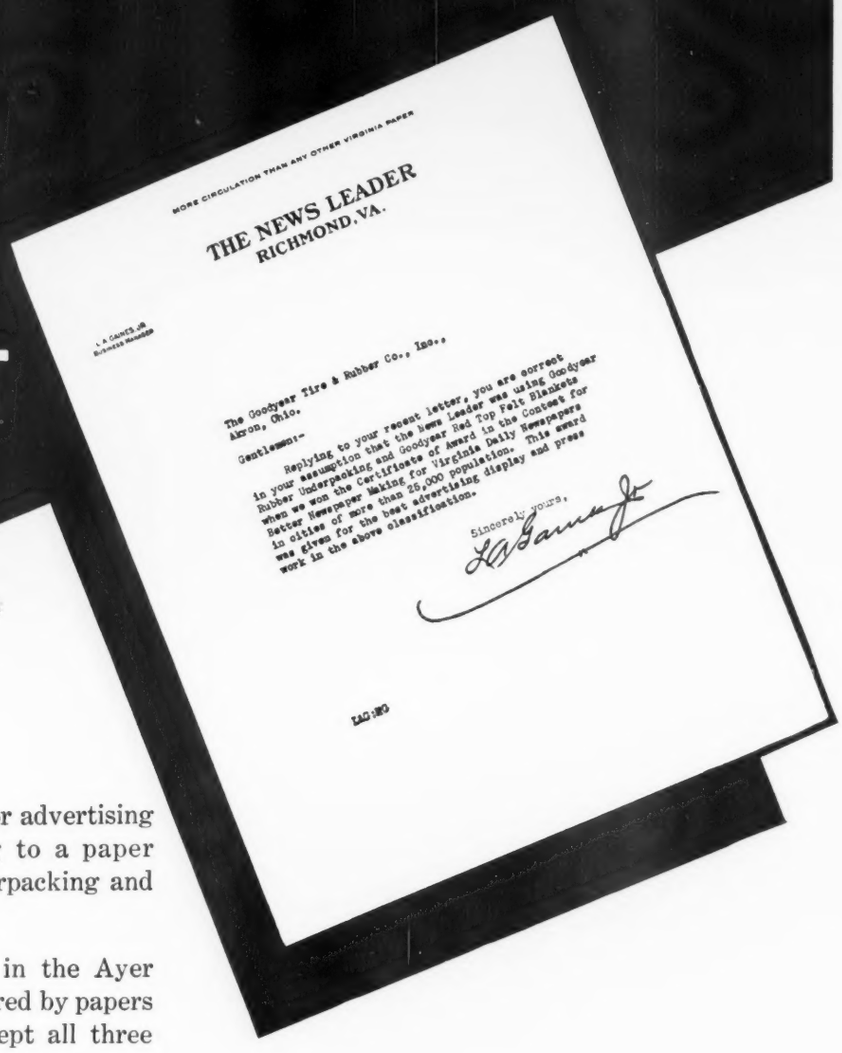
# ANOTHER FIRST PRIZE WINNER WITH GOODYEAR PRESS EQUIPMENT


MORE CIRCULATION THAN ANY OTHER VIRGINIA PAPER

THE NEWS LEADER
RICHMOND, VA.

The Goodyear Tire & Rubber Co., Inc.,
Akron, Ohio.

Gentlemen:-

Replying to your recent letter, you are correct in your assumption that the News Leader was using Goodyear Rubber Underpacking and Goodyear Red Top Felt Blankets when we won the Certificate of Award in the Contest for Better Newspaper Making for Virginia Daily Newspapers in cities of more than 25,000 population. This award was given for the best advertising display and press work in the above classification.

Sincerely yours,

LAG:MO

HERE is another highest award for advertising display and presswork going to a paper printed with Goodyear Rubber Underpacking and Goodyear Red Top Felt Blankets.

Four times out of five first honors in the Ayer nation-wide contests have been captured by papers using Goodyear equipment. They swept all three senior awards this year!

Isn't all this pretty conclusive evidence that Goodyear Press Products print *better—sharper—cleaner?* If you want that kind of presswork *at economical cost,* it will pay you to write today for further information. Address Goodyear, Akron, Ohio, or Los Angeles, California.

*Branches in all principal cities*

**More newspapers are printed on Goodyear Rubber Underpacking than on any other kind**

THE GREATEST NAME IN RUBBER

GOODYEAR

Associate Member
National Printing Equipment
Association, Inc.

OCTOBER 1935
Volume 51 Number 1

# Printing EQUIPMENT Engineer

Trade-Mark Registered U. S. Pat. Office

**Published by Don Will**
**Edited by Mac Sinclair**

*A Technical Publication for Mechanical Executives Responsible for Printing Production, Equipment and Supplies in the Commercial, Magazine, Private Plant and Daily Newspaper Fields.*

**Established 1910**

CCA
Member Controlled Circulation Audit

## Share Your Knowledge With Others

The key men in your organization will appreciate looking over the pages of this magazine. Perhaps one of them will be able to put some particular technical idea to good use in your plant.

Place a check mark in each square for attention of the department head or assistant whom you wish to look over special articles in this issue.

☐ ..... *Production Manager*
☐ ..... *Mechanical Superintendent*
☐ ..... *Composing Room Superintendent*
☐ ..... *Chief Composing Room Machinist*
☐ ..... *Monotype Department*
☐ ..... *Photo Engraving Department*
☐ ..... *Foreman Lithographing Department*
☐ ..... *Superintendent Stereotype Foundry*
☐ ..... *Superintendent Electrotype Department*
☐ ..... *Superintendent Press Room*
☐ ..... *Bindery Foreman*
☐ ..... *Manager*
☐ ..... *Purchasing Agent*

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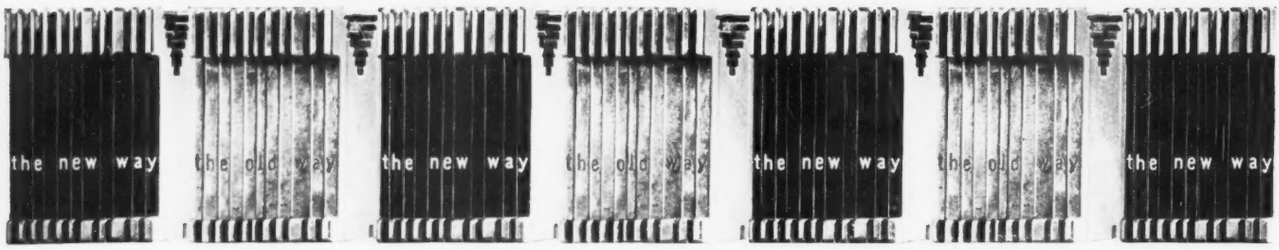



# FEWER ERRORS—MORE PRODUCTION

**when the reference marks on line composing machine matrices are easy to read**

## Note these comments from Newspaper Executives—all of them long-time Users of BLACK & WHITE Matrix Contrast Service

*Indispensable*

"After an experience of seven years I consider matrix contrast indispensable on the score of reducing errors and as a protection to the eyes of the men."

*Much Enthused*

"Getting the opinion of some of the old-time operators at our plant concerning the Black and White method, they say it is one of the best ideas ever put into effect on typesetting machines. They are very much enthused with it."

*Good to the Last Hour*

"If the operator isn't tired after looking at his matrices during the night, because the line is readable, then he pays for that by his ability to perform as much in the last hour as he performed in the first hour."

*Especially Valuable on Ads*

"They have increased production. They have reduced the percentage of errors, because the operator is able to read each line as it is set. They are especially valuable on the ad machines, and the operators are very much pleased with them."

*Railroad News More Freely*

"It has increased production, reduced the number of errors, and enabled us to railroad news with more freedom during emergencies. I highly recommend it."

*Less Cleaning to Do*

"We have less cleaning of matrices and magazines to do. The operators are highly pleased with the visibility of the reference characters in the assembler, since it not only induces accurate composition but also relieves eyestrain."

*Front Office Benefits*

"The chief beneficiary from your system of treating matrices is the front office, as the chances for typographical errors are brought down to a minimum, which means increased production."

## MATRIX CONTRAST CORPORATION

**Empire State Building, New York, N. Y.**

SOLE LICENSEES OF THE PERCY L. HILL MATRIX CONTRAST PATENTS No. 1,466,437 and 1,796,023

# MATRIX CONTRAST SAVES MONEY

# Financial Relief

## Through New Plan Printer May Rehabilitate and Modernize

*By* Staff Writer

THE printing plant which is to turn out fine work profitably and in fast time must be up to the minute in every respect. Not even the most efficient of operators can do good work with antiquated equipment. To get more business one needs up-to-date machinery and, frequently, to obtain better machinery one needs more business. It is a function of the Federal Housing Administration to assist in putting an end to this vicious circle. Under the National Housing Act, as amended, the revised Modernization Credit Plan permits the extension of credit by banks and other private financial institutions in amounts up to $50,000 for the rehabilitation of certain types of property, including printing establishments.

### How Money May Be Used

This money may be used for a variety of rehabilitation purposes. Structural changes may be made or the building may be repainted, plumbing work done, electrical work or an air-conditioning system installed. The purchase and installation of machinery and equipment is permissible when it is peculiarly adapted to the operation of the business conducted on the property or necessary to its operation.

### Equipment Eligible for Loan

It must be realized that no hand tools of any type are eligible for modernization credit insurance. Equipment must be of a heavy, durable nature. A few of the appurtenances to a printing plant which have been classified as eligible equipment by the Federal Housing Administration include bookbinding machinery, cutting and folding machinery, composing machines, embossing, engraving, lithographic, photoengraving, printing and binding, printing and development machinery and printing presses.

### Loans Are Insurable

Loans for the purchase and installation of replacement parts for eligible equipment and machinery are insurable under the Modernization Credit Plan, but a loan merely for the repair of a machine is not insurable. Appurtenances that are physically separate from a major eligible unit but are usable only as a part of such unit are eligible. However, any item, ineligible because of some disqualifying characteristic does not become eligible merely because it can be used with an eligible item or is bought with it.

### Where Money Comes From

The Federal Housing Administration lends no money. The applicant for credit applies to a private financial institution which has a contract of insurance with the Housing Administration and is insured by it against loss up to 20 per cent of the total amount extended for modernization funds. This section of the National Housing Act expires April 1, 1936, but insurance granted on loans prior to that date will remain in effect for the entire period of the loan.

Since these loans are from the funds of private financial institutions, the Federal Housing Administration depends in a large measure upon these institutions to make only sound loans. They are expected to study carefully the capacity of the borrower to repay.

While wide latitude is granted to the applicant in the choice of purposes for which loans are to be made, still no small establishment should expect a loan of as much as $50,000. Each applicant is required to prove through his credit statement and balance sheet that he can carry with ease the financial burden which he requests, or that the prospects of his business justify the added expense.

### Where to Get Information

The printing plant operator who desires to obtain insured modernization funds may obtain definite information concerning the eligibility of desired rehabilitation from the local offices of the Housing Administration or direct from Washington headquarters.

Modernization of the printing plant serves a double purpose—it protects the original investment and enables the printer to do his best work with a minimum of wasted time and energy.

## Modernization Credit Plan

*The interest rate and other charges, if any, which a printing plant operator may make on any loan are matters of arrangement between the lender and the borrower. These rates should be consistent with local conditions and the special character of the particular loan. However, the total charges, including interest, etc., may not exceed the reasonable limit prescribed under the regulations of the Federal Housing Administration if the loan is to be insured. It is said this maximum rate provides the lowest installment financing cost ever made available generally; it is the equivalent of $5 discount per $100 face value of a one-year monthly installment note.*

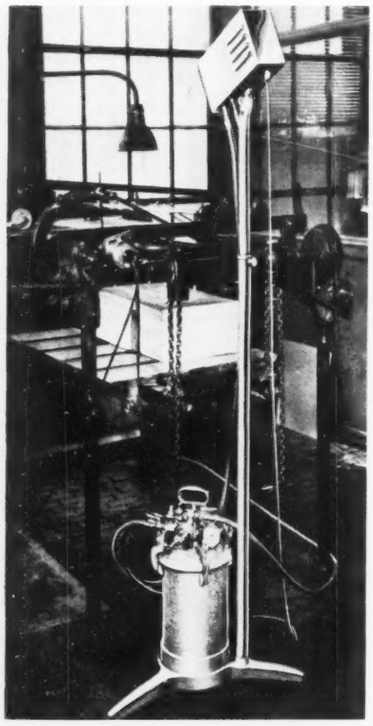
*These loans are to be repaid in equal monthly installments and may cover a period up to five years if desired.*

# New Equipment

## The SprayOmatic

The International Printing Ink Corporation has just introduced a method for preventing offset in the pressroom by means of a device to be attached to and made in appropriate size to fit any printing press.

The principle of the SprayOmatic process consists of automatically applying millions of microscopic transparent air-bubble-like particles to freshly printed sheets by means of a spray as they are delivered to the pile. These little particles, it is said, literally hold the printed sheets apart and are practically dry when they reach the surface of the paper. It is claimed that in some instances, one gallon of the fluid successfully sprayed more than thirty million square inches of printed surface and the normal coverage will run more than twenty million square inches.



*View of Portable Spray-Omatic attached to a printing press. The spray operates for a short period as the leading edge of a freshly printed sheet contacts a switch mounted on the delivery frame.*

The equipment consists of a standard to support the spray head and a tank for containing the liquid which is sprayed on the printed sheets by means of compressed air, with suitable gauges and connections for controlling the spray according to the printed area to be covered by the liquid. The spray head is adjustable for position. An 8-way switch mounted on the press delivery frame operates the spray unit intermittently and only when sheets are in proper position.

The SprayOmatic is made in a portable size for any small press and in a semi-portable standard size for large presses. The portable SprayOmatic with one spray head is designed for sheets under 42 in. in width. It can be moved from press to press. The standard SprayOmatic with two spray heads is for use on major types of large presses delivering sheets of 42 in. and over in width. It is semi-portable.

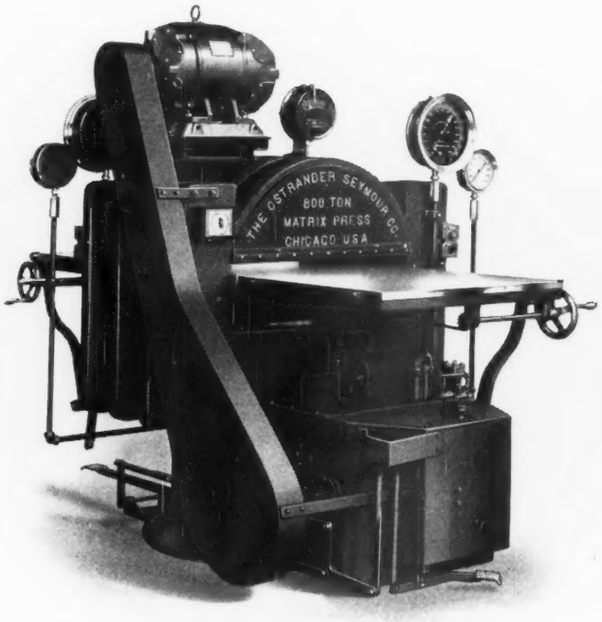
Further information may be obtained from International Printing Ink Corporation direct or in care of *Printing* EQUIPMENT *Engineer.*

## Direct Pressure Matrix Press

The Direct Pressure Matrix Molding Press made by The Ostrander-Seymour Company is fitted with a 32 in. by 25 in. platen. The press will develop 800 T. pressure on a 22 in. ram. It requires approximately 15 sec. to develop its full rated capacity of 800 T. Lower tonnages required for smaller work are developed proportionately faster. The platen is electrically heated and thermostatically controlled by twelve 1250 w. Chromolox dry elements, or 19,500 w. in all. The press is supplied with a readily attachable and detachable rubber blanket for use in cold molding. This blanket is removed for hot molding and drying. The machine is driven by a 5 h. p., 1750 r. p. m. standard horizontal motor.

The press is fitted with manually operated free sliding front and rear aprons or form tables. A few turns of the handwheels carry the work from the aprons into the press quickly and return it when molding and drying has been completed.

Operation of the press is accomplished by front-and-rear push-button stations, front-and-rear hand, and front-and-rear foot operating controls which permit the molding and drying of work from a single line of type to the full capacity of the press. Pressure may be stopped instantly or continued at and to any desired point by placing a foot on or removing it from the pedal control. After the mat has been molded in, the power is shut off and both motor and machine become inert, the pressure being maintained while the mat is drying.




*View of Ostrander-Seymour Direct Pressure 800 T. Matrix Press. The press may be operated either for hot or cold molding. The platen is 32 in. by 25 in.*

Front and rear high and low pressure gauges are located directly in the vision line of the operator, to prevent pressure miscalculation due to angle observation. On the high pressure gauge a red hand can be set so when the desired maximum pressure point has been reached the motor automatically cuts out and the machine and motor remain inert until the drying is accomplished. If

*Continued on Page 12*

# When and Why, Offset?

*By* H. A. PORTER*

TEMPORARY TRANSMUTATION—
HAVE *YOU* TRIED IT?

*It is well that the mechanical executive in the printing plant, including the departmental foremen, lay aside occasionally the customary method of thinking about production problems and put himself in his employer's place. It is the proper thing to do, inasmuch as such thinking will make him a better executive.*

*In understanding or at least comprehending some of the problems of management, the mechanical executive will be enabled to assist in amplifying his employer's business or at least to supervise intelligently any new program of business expansion brought about by the installation of equipment for printing by a new method.*

OBSOLESCENCE OF METHOD

*Mr. Porter expresses a pertinent thought which probably has not occurred to every mechanical executive. It is this: Obsolescence is not confined to outworn and out-of-date pressroom equipment, but it rightly includes the larger issue of specific method for specific work. The thought, however, is not complete in itself until after all of the elements discussed have been given careful consideration.*

*For these reasons,* Printing EQUIPMENT Engineer *publishes "When and Why, Offset?" by H. A. Porter, Vice President in Charge of Sales, Harris-Seybold-Potter Company.*—EDITOR.

TODAY, the question the average letterpress printer most frequently asks is: "Should I, a letterpress printer, go offset?" In seeking information he may word the question thus: "Should I, a letterpress printer, enter the offset field?" or "What is ahead of me, a letterpress printer, if I install offset machinery?"

Everywhere we find an increased interest shown by printers in offset installation. Over and over again in discussing offset with letterpress printers, the question arises: "At what point or when should a letterpress printer even think of installing offset machinery?" Of course, a truthful picture of the original cost of installation and of some of the advantages and disadvantages are presupposed in an answer.

It is my belief that when considering offset press installation there should be a vigorous affirmative answer to the following three questions:

1. Is the market which I serve ample?
2. Am I properly financed?
3. Have I the proper set-up from a management standpoint?

Provided the answers to these three questions are in the affirmative there is no question but that your offset installation will be successful.

To enlarge upon the market angle somewhat, it makes a vast difference if you are already in a highly competitive field, already filled by competent printers with whom you will be in direct competition.

In the study of the market, however, consideration should be given to the fact that there are many jobs—border-line jobs—available in every community, countless potential jobs not now produced—jobs which the customer ordinarily gets along without because of the high cost of typographical production. These the offset process, by reason of its speed and production economy, is especially adapted to turn out profitably and in great volume.

Not every printer should install offset, by any means. I tell you frankly that installations of offset equipment by some printers have been a mistake. Investigation has shown that in these instances the printer entering offset has forgotten a prime essential, that whatever the printing process he uses he is, after all, a printer and must remain, for success, a printer.

Today, as never before, each of the three printing methods is being evaluated, and it is safe to say that there is need for all of them—typographic, offset, and gravure—and that for each job some particular method is best.

An item appears in the August issue of *Printing* which is a significant answer to some of the questions which are being asked. A New York printer recently installed a 17 in. by 22 in. offset press. He said:

> To our surprise the offset installation has not materially cut the work in the letterpress department, in fact, we were recently called upon to print a job over night which it would have been impossible to do, due to the class of stock, had it not been for the offset press.
>
> Instead of taking work from the letterpress department we have secured an entirely new type of work from accounts never before on our books.

My advice to printers interested in offset press installation is that they continue to serve their customers with letterpress printing in those instances where it is best, and to divert other work by the simple processes of camera and vacuum frame, to the offset press where this is found advantageous.

Primarily the printer is a typographer. For his work there is a definite and understandable demand. When the printer then substitutes offset for letterpress to handle such work as offset is best fitted to produce, he still adheres to the printing business that he knows.

To consider further the second important question—that of finance—it is an actual fact that the average printer today may safely enter the offset field with an investment of $10,000 or slightly less. This will pro-

*Continued on Page 34*

*Mr. Porter discusses for letterpress printer the advisability of installing offset equipment and advises him how to approach the subject.*

*Vice President in Charge of Sales, Harris-Seybold-Potter Company, Cleveland, Ohio—Abstract of address delivered before the Seventh Zone Typothetae Federation, September 13, at Toledo, Ohio.

ARTICLE Printwell Bond FROM NORTHERN MILLS PAPER COMPANY

Size 17 x 22
Weight Substance 16
Color White - Ivory

| DATE | RECEIPTS DESCRIPTION | FOR | PRICE | QUANTITY ON HAND | DISPOSAL QUANTITY DISPOSED OF | PRICE | FOR | INDEX |
|---|---|---|---|---|---|---|---|---|
| 7/1/35 | 32 Reams - Purchase Order #5125 | Job Ticket #3502 | C.W. 13.63 | 16,000 | 15,575 | C.W. 13.63 | Job Ticket #3502 | WHITE 17 x 22 |
| | Shelf 14 - Sec. C | | | 425 | | | | 17 x 28 |
| 7/11/35 | 16 Reams - P.O. #6032 | Stock | 12.30 | 8,425 | 1,000 | 16.12 | #3590 | WHITE 19 x 24 |
| | Stored: Shelf 14 - Sec. C | | | 6,925 | 105 | 20.75 | #3602 | PINK 22 x 34 |
| | | | | 6,820 | | | | PINK 24 x 36 |

The last figure in this column represents the Quantity on hand - Perpetual Inventory

REMARKS

Shelf 14 - From #3590 - 1500 - 4 x 5 Scrap

OUT

1500 #3605

PRINTWELL-WHITE | PRINTWELL-PINK | PRINTWELL-CANARY | PRINTWELL-CAFE

BONDS | COATED BOOKS | M. F. BOOKS | ANTIQUE BOOKS | BRISTOLS | BLANKS | BLOTTINGS

Fig. 1

# Control

## Of Stock a Requirement for Efficient Plant Management

MANY printing plants find it an added convenience as well as an economic necessity to carry in stock the brands of paper for which the greatest demands exist. To avoid time lost in telephoning or running to the stock room, waiting press time, and a host of other profit-destroying delays, some adequate system of paper stock control is imperative.

Fig. 1 illustrates a set-up that has enabled a number of shops throughout the country to solve the problem with a minimum of daily effort. The original sheets were 8½ x 11, 16-lb. bond, punched for a looseleaf binder.

The entry on Line 1 shows that, on July 1, thirty-two reams of 17x22 16 white bond were received on the firm's Purchase Order 5125; that 15,575 sheets were used for Job 3502, leaving 425 sheets for stock.

The last figure in the "Quantity on hand" column, in this instance 6820, should check with the number of sheets upon the shelves and should constitute a *perpetual inventory*.

In the space reserved for "Remarks" the entry shows that 1500 sheets of 4 x 5 waste were obtained as a by-product of Job 3590 and that these were used in printing Job 3605.

The "Index" column, at the right, is employed as a cut-out index. A separate inventory sheet is required for each size, weight, and color of stock. The index shows that three sizes of Howard Bond, white, and five sizes of pink are stocked.

The cut-out indexes at the bottom of the sheets indicate the Howard Bond is carried in four colors. The heavy manila separator sheets are tabbed to assist in rapidly locating the Bonds, Bristols, Blanks, etc.

*Continued on Page 33*

COUNT ALL STOCK BEFORE CUTTING
Return this Ticket to the Office with the Job

**Stock Ticket**

Job No.

For whom

Description

No. of Copies

Stock

Size cut for Press

No. cut from sheet To run on

How trimmed (after Press)

Final size

No. of sheets required

No. of Oversheets

Cut by

How cut

Time

Fig. 2

SHORTAGE TICKET

COUNT ALL STOCK BEFORE CUTTING
Return this Ticket to the Office with the Job

**Stock Ticket**

Job No.

For whom

Description

No. of Copies

Stock

Size cut for Press

No. cut from sheet To run on

How trimmed (after Press)

Final Size

No. of sheets required

No. of Oversheets

Cut by

How Cut

Time

THE STOCK CUTTER OR PRESSMAN WILL SUPPLY THE ADDITIONAL DATA REQUIRED ON THE REVERSE SIDE OF THIS TICKET. Over

Fig. 3

CAUSE OF STOCK SHORTAGE

Check

- ☐ Faulty or Incomplete Instructions
- ☐ Soiled Stock
- ☐ Wrinkled Stock
- ☐ Offset
- ☐ Cut Wrong
- ☐ Turned Wrong
- ☐ Numbered Wrong
- ☐ Faulty Register
- ☐ Short Count

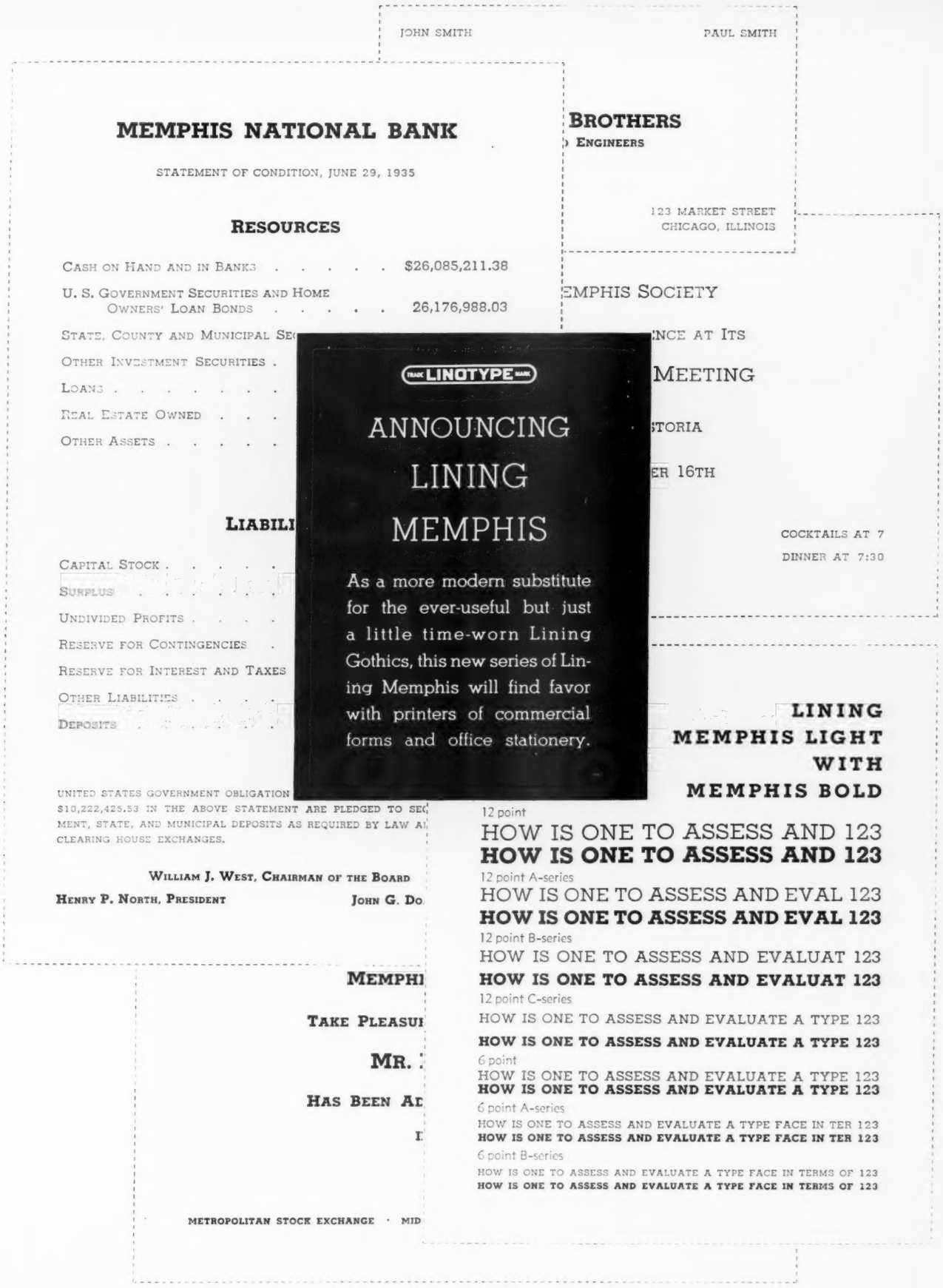
OTHER CAUSES

Fig. 3a

*Fig. 2.—Miniature reproduction of Paper Stock Ticket printed on 16-lb. cherry bond, size 4¼ in. by 9¼ in. The color of this ticket insures visibility and easy identification when attached to a pile of stock and also insures arrival of the cut stock in the pressroom in time to meet forms coming from the composing room.*

*Fig. 3.—Miniature reproduction of Stock Shortage Ticket printed on 16-lb. canary bond. This ticket is used in connection with the stock control system described in this article when (due to excessive spoilage) additional paper stock is requested by the pressroom.*

*Fig. 3a.—Reverse side of Ticket shown in Fig. 3. Here are provided spaces for checking reasons for additional stock required for a printing job.*


JOHN SMITH
PAUL SMITH
MEMPHIS NATIONAL BANK
STATEMENT OF CONDITION, JUNE 29, 1935
RESOURCES
CASH ON HAND AND IN BANKS . . . . . $26,085,211.38
U. S. GOVERNMENT SECURITIES AND HOME OWNERS' LOAN BONDS . . . . . 26,176,988.03
STATE, COUNTY AND MUNICIPAL SE
OTHER INVESTMENT SECURITIES .
LOANS . . . . . .
REAL ESTATE OWNED . . .
OTHER ASSETS . . . . .
LIABILI
CAPITAL STOCK . . . . .
SURPLUS . . . . . .
UNDIVIDED PROFITS . . . .
RESERVE FOR CONTINGENCIES .
RESERVE FOR INTEREST AND TAXES
OTHER LIABILITIES . . . . .
DEPOSITS . . . . . .
UNITED STATES GOVERNMENT OBLIGATION
$10,222,425.53 IN THE ABOVE STATEMENT ARE PLEDGED TO SE
MENT, STATE, AND MUNICIPAL DEPOSITS AS REQUIRED BY LAW A
CLEARING HOUSE EXCHANGES.
WILLIAM J. WEST, CHAIRMAN OF THE BOARD
HENRY P. NORTH, PRESIDENT
JOHN G. DO
BROTHERS
ENGINEERS
123 MARKET STREET
CHICAGO, ILLINOIS
EMPHIS SOCIETY
NCE AT ITS
MEETING
STORIA
ER 16TH
COCKTAILS AT 7
DINNER AT 7:30
MEMPHI
TAKE PLEASU
MR.
HAS BEEN AD
METROPOLITAN STOCK EXCHANGE · MID
TRADE LINOTYPE MARK
ANNOUNCING
LINING
MEMPHIS
As a more modern substitute for the ever-useful but just a little time-worn Lining Gothics, this new series of Lining Memphis will find favor with printers of commercial forms and office stationery.
LINING
MEMPHIS LIGHT
WITH
MEMPHIS BOLD
12 point
HOW IS ONE TO ASSESS AND 123
HOW IS ONE TO ASSESS AND 123
12 point A-series
HOW IS ONE TO ASSESS AND EVAL 123
HOW IS ONE TO ASSESS AND EVAL 123
12 point B-series
HOW IS ONE TO ASSESS AND EVALUAT 123
HOW IS ONE TO ASSESS AND EVALUAT 123
12 point C-series
HOW IS ONE TO ASSESS AND EVALUATE A TYPE 123
HOW IS ONE TO ASSESS AND EVALUATE A TYPE 123
6 point
HOW IS ONE TO ASSESS AND EVALUATE A TYPE 123
HOW IS ONE TO ASSESS AND EVALUATE A TYPE 123
6 point A-series
HOW IS ONE TO ASSESS AND EVALUATE A TYPE FACE IN TER 123
HOW IS ONE TO ASSESS AND EVALUATE A TYPE FACE IN TER 123
6 point B-series
HOW IS ONE TO ASSESS AND EVALUATE A TYPE FACE IN TERMS OF 123
HOW IS ONE TO ASSESS AND EVALUATE A TYPE FACE IN TERMS OF 123

**MERGENTHALER LINOTYPE COMPANY, BROOKLYN, NEW YORK**

SAN FRANCISCO · CHICAGO · NEW ORLEANS · CANADIAN LINOTYPE, LIMITED, TORONTO, CANADA · REPRESENTATIVES IN THE PRINCIPAL CITIES OF THE WORLD

## New Equipment

*(Continued from Page 8)*

esired, the red hand can be turned to a point above the 0 T. graduation and the work can be carried on by sight. The low pressure gauge is for use where pressures below approximately 50 T. are employed.

It is stated by the manufacturers that the 800 T. maximum pressure is approximately 25% more pressure than is required to cold mold solid type and halftone patterns into a full 8-column single newspaper page dry mat. Properly moistened and conditioned mats for hot molding and drying require pressures exerting less than 30% of the machine capacity. An automatic safety device prevents development of more than the rated capacity of 800 T.

Floor space required is 4 ft. by 7½ ft. Weight assembled is 12,000 lbs. The machine is constructed of "Hilastic" steel, semi-steel and perfect castings. All operating mechanism is submerged in oil.

The head of this press is a smooth, even plane surface. The platen area is sufficient to accommodate up to somewhat larger than a full 8-column single newspaper page in standard stereotype chase. Pattern work which does not require lockup can be handled with flongs as large as the full area of the platen. The stroke is guided entirely in the ram. The space between the face of the ram and the sidewalls of the cylinder is reduced to 0.0015 in. to provide accuracy in molding. A water-cooled platen immediately underneath the platen insulates the heat from the ram when the platen is heated to prevent the ram from expanding and binding.

Further information may be obtained from The Ostrander-Seymour Co. direct or in care of *Printing* EQUIPMENT *Engineer.*

## 40,000 Paper Capacity Unitube Press

A new Goss High-Speed Unitube (tubular type) Newspaper Printing Press has just been installed in the plant of the Jamesville (Wis.) Daily *Gazette.*

The press has a 24-page capacity and consists of three 8-page units, one high speed reverse delivery folder, one color deck and with paper roll frames located at each end of the press capable of holding two 40 in. diam. rolls for each web of paper. The press is designed for operating at a maximum speed of 40,000 complete papers per hour, although with the present needs of the *Gazette* it is geared for an average output of 25,000 papers per hour. There is already installed and running in the plant of the Jones Publishing Company in San Francisco, a 16-page press of this type, it is reported, actually printing at 40,000 per hour.

The press employs the new Goss Tension Lock Stereotype Plate. By means of this feature, the plates are locked on the plate cylinders in tension around the cylinder. In this way, it is claimed, all danger of the plates lifting or creeping at any speed within the capacity of the press is entirely eliminated. The plate is broached out, leaving two lugs on the inner edge and near the slotted edge of the plate. A single lockup device on the solid steel plate cylinder grips these lugs in tension by one operation of the device. The two plates are butted together at the center of the cylinder and against an adjustable plate stop on the gear side of the press.

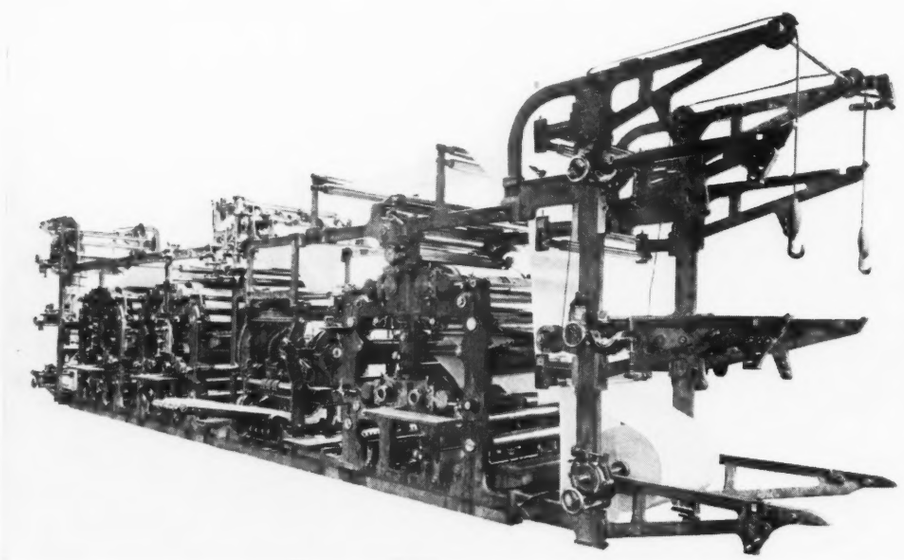
The plate and impression cylinders, as well as intermediate gears, are all mounted in preloaded tapered Timken roller bearings. This type of bearing when preloaded eliminates all play in the cylinders, thereby preventing stagger marks in the printing. It is also possible to take up any wear by means of shims provided for that purpose.

The Goss Unitube Press is designed for flexibility when color printing is required. The 8-page unit is really two 4-page units combined and it is possible without the necessity of reversing cylinders, and without color attachment, to print one color and black on both sides of a 4-page web. If color arrangements are included in the press or the cylinders reversed, it is possible to obtain as many as three colors and black on both sides of the web. The color attachment is included in the Jamesville *Gazette* press as it is intended to print color on national advertising and daily run-of-paper.

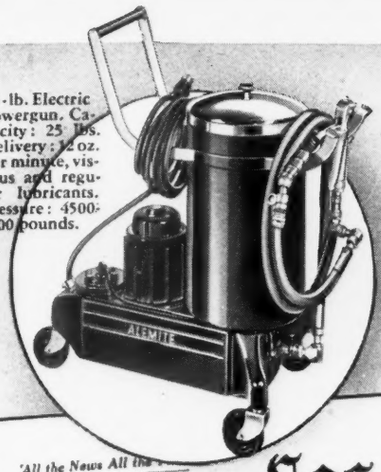
The press is equipped with the Goss heavy duty reverse delivery folder which delivers the folded edges of the paper foremost.

The inking arrangement of this new machine, it is said, gives ample ink distribution so there will be no changes in color from threading to the highest speed of the cylinders. The inking arrangement is provided with a form roller throw-off device so that when plating the press it is not necessary to open up any of the sockets in order to move the plates on the plate cylinder. The automatic throw-off device moves both form rollers out of contact with the plate and the inking drum with one operation of the lever. The form rollers are mounted in roller bearings so no pounding will be discernible when the rollers cross the opening in the

*Continued on Page 14*



*View of Goss High-Speed (Tubular Type) 24-page Newspaper Printing Press installed in plant of Janesville, (Wis.) Daily* Gazette. *It is said the press has a sustained running capacity of 40,000 papers per hour, although for present needs the press is being operated in the* Gazette *plant at the rate of 25,000 papers per hour. Goss Tension Lock Stereotype Plates are used on the press. The plate is broached out, leaving two lugs on the inner edge and near the slotted edge of the plate. A single lockup device on the solid steel plate cylinder grips the lugs in tension by one operation of the device.*




25-lb. Electric Powergun. Capacity: 25 lbs. Delivery: 12 oz. per minute, viscous and regular lubricants. Pressure: 4500-5000 pounds.

# ALEMITE POWERGUNS LUBRICATE 450 MILES OF NEWSPRINT A DAY THROUGH THIS GIANT HOE PRESS

Los Angeles Times

In Three Parts — 34 Pages

TIMES OFFICES

DAILY, FIVE CENTS

MONDAY MORNING, SEPTEMBER 2, 1935.

Tropical Storm Roars

WOMEN WHO WORK GIVEN

Three Die When Transport Plane

★ ★ ★ ★ ★

The 185-foot press room of The Times. 18 printing units in line; 4 folding units. Unusual features: Press extends to floor below; automatic ink feed; automatic setting of ink flow.

## *Alemite Equipment Included In New $4,000,000 Plant Of Leading Newspaper In The West!*

When the new super-production Hoe press of the Los Angeles Times began to pour out a hundred tons of newspapers a day, Alemite Powerguns were right on the job. It's the *thoroughness* of Alemite Lubrication that enables this gigantic press to roll out—every day—enough paper to reach from Los Angeles to San Francisco.

The Los Angeles Times is only one of thousands of newspaper plants and printing establishments that depend on the positive lubrication of Alemite Equipment.

It pays to be certain of complete, thorough lubrication where shafts spin unseen in enclosed bearings. The one way to be sure that these bearings receive ample lubricant is to make use of the positive high pressure of Alemite Powerguns. Even if you have a small job shop, take a tip from the Los Angeles Times and put your trust in Alemite Lubrication.

Other printers are cutting costs with Alemite Equipment and Alemite Temprite Lubricants. So why not write in for complete information? There is no obligation, of course.

ALEMITE—*A Division of Stewart-Warner Corp'n.*
1868 Diversey Parkway Chicago, Illinois

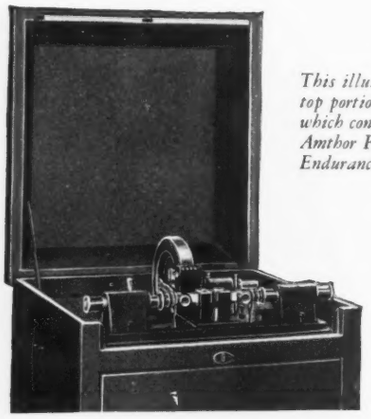
**ALEMITE** REG. U. S. PAT. OFF

**TEMPRITE LUBRICANTS**
**LUBRICATION EQUIPMENT**

plate. All plates are locked on the cylinders by a single lockup device. An adjustment is provided on all plate cylinders for moving the plates circumferentially around the cylinders in order to reduce the time required for registering plates on double-page spreads for color work. This eliminates all carding of plates and reduces considerably the time required for making the press ready.

## Paper Folding Endurance Tester

The cohesive properties of paper irrespective of tensile strength, etc., are determined by a new and improved Folding Endurance Tester manufactured by the Amthor Testing Instrument Co. The machine is constructed in conformity with standard specifications, and is said to have shown excellent results in comparative tests. It is motor driven for harmonic action. The mechanism and



*This illustration shows the top portion of the floor cabinet which contains the new Amthor Paper Folding Endurance Tester.*

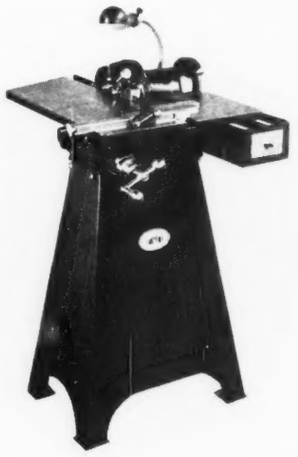
motor are housed in a steel cabinet for protection against rust, dust, and damage. Operation is simple. The specimen is held under standard tension by two jaws of the floating type which are kept in perfect horizontal alignment by frictionless supports. A reciprocating blade double-folds the paper until it breaks. The number of double folds is progressively registered on a four-digit counter which, it is said, provides easy and errorless readings. When the specimen breaks, the counter is immediately disengaged and the motor brought to a stop. A descriptive circular may be obtained by writing the Amthor Testing Instrument Co., Inc., in care of *Printing* EQUIPMENT *Engineer.*

## Composing Room Saw

A composing room saw has just been placed on the market by American Type Founders Sales Corporation, Elizabeth, N. J. Among features of the saw are the extra size 20 in. by 28 in. work table, with gauging capacity of 72 picas. A mitering device slips into position without the use of screws or tools and can be manipulated without mental calculations.

A workholder of new design, it is said, locks material firmly in place by a "twist of the wrist" and unlocks it with equal ease. A 1000-cu. in. self-clearing waste-metal hopper which dumps its contents by gravity when the sliding door is opened is provided. A special guard deflects all chips into the waste hopper.

A single adjustment advances or retards the three trimmer knives, and the trimmer knife grinding tool sharpens the three knives in one operation. Other features include finger-tip gauge control, self-locking elevating table, a 20-in. self-contained utility box and a flexible goose-neck light. The ball-bearing saw spindle operates in an oil bath. Motor and belt are completely enclosed within the pedestal. The base and pedestal are of steel construction to provide strength without excess weight.

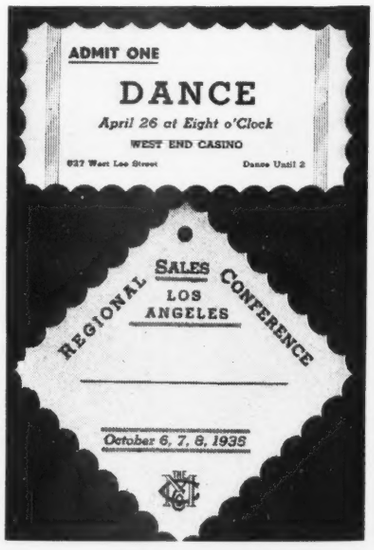


*View of new composing room saw being introduced by American Type Founders Sales Corporation.*

A folder giving complete details concerning the new saw is available on request by writing American Type Founders Sales Corporation direct or in care of *Printing* EQUIPMENT *Engineer.*

## Novel Use for Equipment

As a suggestion to printers, The Challenge Machinery Company has prepared a number of novelty cards, cut on a Challenge Paper Drilling Machine. When printed on colored stock the cards can be used for tickets, announcements, business cards, etc. The scalloped edges are produced by drilling a series of overlapping holes. This operation is made possible by the Challenge Multiple Side-Guide, a patented feature of the Challenge




*By using multiple side-guide on Challenge Paper Drilling Machine, it is possible to scallop the edges of cards of all kinds*

Paper Drilling Machine. These cards serve a unique purpose as dance tickets, passes, and admission cards of all kinds. The scalloped edges minimize the possibility of imitation or counterfeiting.

Samples of the cards are available on request to The Challenge Machinery Co., Grand Haven, Mich.

# *The show must go on!*

IDEAL DX Synthetic Newspaper Rollers, made of odorless Du Prene*, are our contribution to better and smoother performances. Just as rubber rollers adapted to high-speed presses replaced the troublesome glue rollers, IDEAL DX Synthetic Newspaper Rollers are now replacing rubber rollers with their attendant drawbacks.

In addition to having all the advantages of rubber, DX Rollers *do not* have to be broken in. They have a *glass finish* and therefore turn out *sharper, clearer prints.* Their *freedom from swelling* eliminates frequent regrindings. This means that no resetting is necessary if, for instance, in case of a wrap, a roller has to be replaced with another at a crucial moment.

No matter what the difficulties nor how crude the finished product, American newspapers have seldom missed a scheduled performance since Benjamin Harris issued the "Publick Occurences both Foreign and Domestick" in Boston on September 25, 1690. But in addition to this spirit that "the show must go on" is now added the conviction that it must be the best show possible.

Let IDEAL DX Synthetic Newspaper Rollers bring out all the refinements of makeup, fine illustrations, attractive headlines and spicy leaders which you have taken so much pains to perfect.

*Competent sales and service representatives are located in principal cities.*

**Ideal Roller & Manufacturing Co.**

CHICAGO · · NEW YORK

*A registered trademark of Du Pont.

## New Kidder Press at Kalamazoo

A high-speed, roll-to-roll, arc-type press has been installed recently in the plant of the Kalamazoo Vegetable Parchment Company by the U. P. M.-Kidder Press Company. The press is for a 5-color web-to-rewind product and operates at speeds of from 500 to 700 ft. per min., taking a web 65 in. wide. "Arc-type" construction (grouping the plate cylinders in an arc around a single impression cylinder) is the basis of this roll-to-roll press.

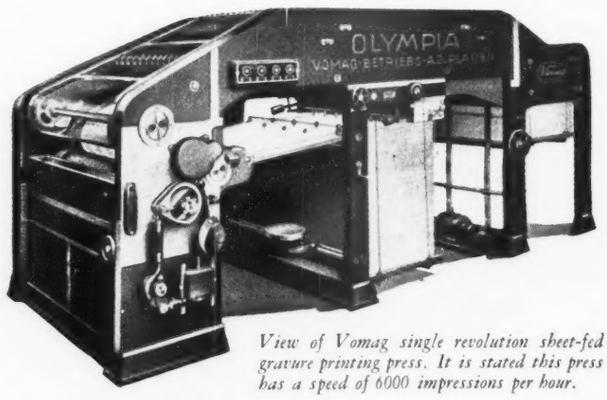
The Kidder form-roller setting device is a feature, which, it is said, eliminates roller gauges and makes it possible for the operator to walk into the press to adjust form rollers to vibrators and plate cylinder at will. Another feature, it is stated, is that in consonance with the high speeds obtainable with the press the type of register specified by Kalamazoo was obtained from the start of operation. This type of press is flexible in design and can be made to conform to any specific printing needs, the manufacturer states.

## Olympia Gravure Press

Richard S. Nagel, president of Nagel-Ryan Company, Inc., states a high-speed "Olympia" sheet-fed photogravure press will be installed in the plant of the Jersey City Printing Co., Jersey City, N. J. The press operates at a speed of 6000 impressions per hour and is said to be the first single revolution press of its kind in the world.

Form and impression cylinders are of the same diameter, printing a sheet at every revolution while utilizing the full surface of the form cylinder.

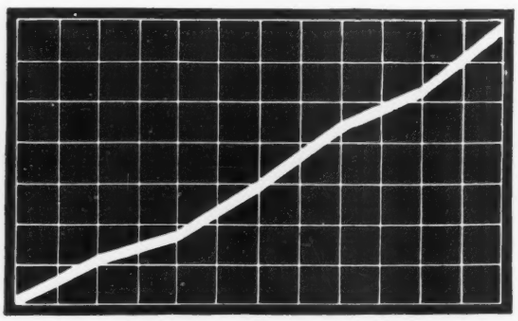
An enclosed container in the bottom of the press holds the ink from which it is pumped to a narrow trough about level with the form or plate cylinder. From the trough it overflows to the cylinder and as it falls is caught several times by as many projections and is thrown back to the cylinder in cascade effect. Surplus ink runs through a filter and is returned to the original container. Since only a minute portion of the duct is exposed to air, it is claimed there is an appreciable saving from evaporation. A return valve permits ink in circulation to be drained back when changing color of ink.




*View of Vomag single revolution sheet-fed gravure printing press. It is stated this press has a speed of 6000 impressions per hour.*

The doctor blade is positioned behind the line of impression so the line of impression turns away from it. A hand wheel makes the blade adjustable through an angle of 45 deg. to 60 deg. The doctor holder is readily withdrawable by means of a self-locking handgrip and slides out of the machine sideways so that any grit or dirt when wiped off cannot fall into the ink duct.

The sheets are received by traveling gripper bars which carry each sheet over the top of the cylinder into a semi-enclosed compartment, open at the top. Air sucked in

SALES OF
**FLEX**
DRY MATS
CONTINUE TO
INCREASE

**More and more stereotypers are giving FLEX dry mats a trial — and a single trial almost invariably means a new FLEX customer.**

**We invite YOU to try these mats. They will give you better reproduction of halftones and heavy solids. You will find that they scorch quickly, mold well at low pressures, and cast perfectly at moderate temperatures. Also, you will be pleased with their splendid stay-back and freedom from buckling.**

**These superior features of FLEX dry mats are impressing stereotypers everywhere.**

**Jot your name on your letterhead, mail it to us, and we will send you samples of these better dry mats.**

**FLEXIDEAL DRY MAT CO.**
21 West Street, New York

# THE PORTLAND OREGONIAN

Has purchased **The Revolutionary Premier Rotary Shaver,** for **All Purpose Flat Work,** eliminating an ordinary shaver and one roughing machine; because **The Premier** handles **Stereotypes, Electrotypes, Stereotype and Wood Base** in any gauge from .063" to **Type High** with **Vanishingly Small Errors,** and **Fast Stepping Production.**

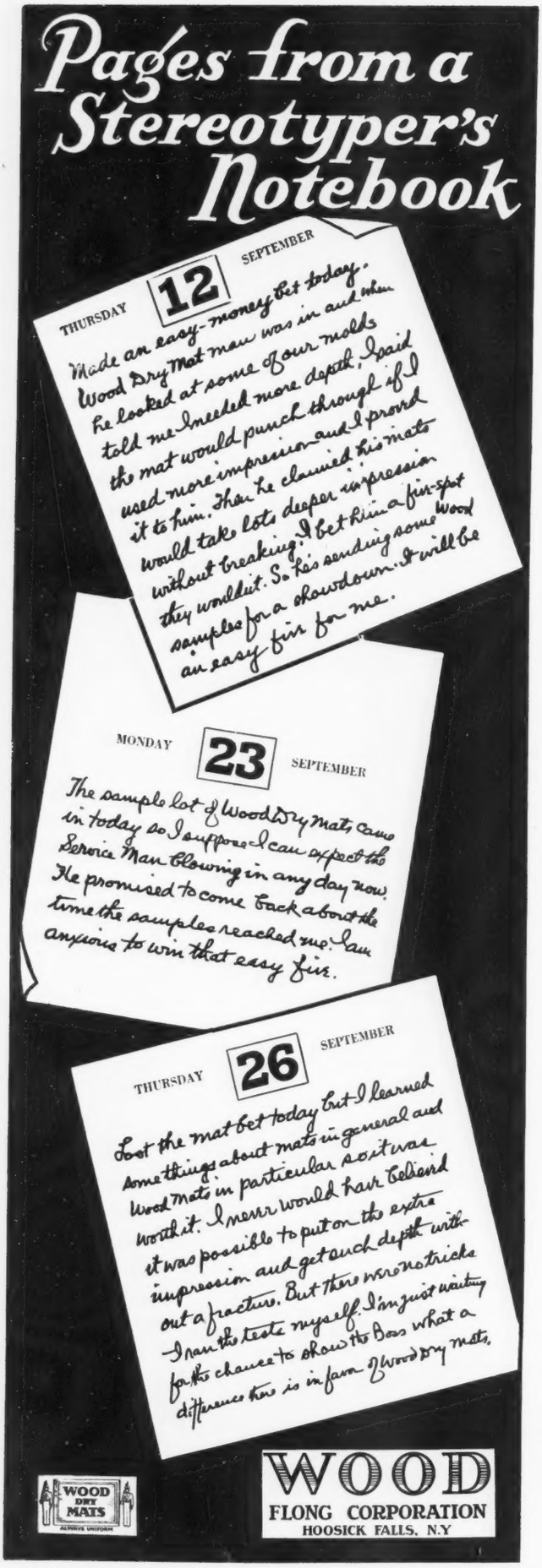
**The Wise Buyer** will choose **The Premier** because it will be **Up-To-Date** for years to come. **So Strongly Built** it will **Stand Up and Endure For Years.**

**On any Basis of Comparison**—there is **Nothing Like It. Premier Establishes Value in Performance and Product,** never before available in the **Printing Machinery Field.** No other machine could offer such **Outstanding Value. The Details of The Premier** are more than interesting—**Write Us Today.**

## STAHI NEWSPAPER SUPPLY COMPANY, Inc.
## SALES AGENTS

1020 CROCKER STREET
LOS ANGELES, CALIFORNIA

417 OREGONIAN BUILDING
PORTLAND, OREGON


Pages from a Stereotyper's Notebook
THURSDAY 12 SEPTEMBER
Made an easy-money bet today. Wood Dry Mat man was in and when he looked at some of our molds told me I needed more depth. I said the mat would punch through if I used more impression and I proved it to him. Then he claimed his mats would take lots deeper impression without breaking. I bet him a fin-spot they wouldn't. So he's sending some samples for a showdown. It will be an easy fin for me.
MONDAY 23 SEPTEMBER
The sample lot of Wood Dry Mats came in today so I suppose I can expect the Service Man blowing in any day now. He promised to come back about the time the samples reached me. I am anxious to win that easy fin.
THURSDAY 26 SEPTEMBER
Lost the mat bet today but I learned some things about mats in general and Wood Mats in particular and it was worth it. I never would have believed it was possible to put on the extra impression and get such depth without a fracture. But there were no tricks I ran the tests myself. I'm just waiting for the chance to show the Boss what a difference there is in favor of Wood Dry Mats.
WOOD DRY MATS ALWAYS UNIFORM
WOOD
FLONG CORPORATION
HOOSICK FALLS, N.Y

from the sides is drawn through the perforated compartment bottom. As each gripper bar enters the air chambers its speed is reduced and is automatically spaced in relation to the next gripper bar. As many as ten gripper bars, each with its vertically suspended sheet, pass through the air chambers and take up no more space than three or four sheets in horizontal motion to the delivery.

All gears and pulleys are contained within the press frame. The drive is a totally enclosed globoid worm shaft driving a vertical shaft direct to the cylinder axis. These parts run in oil baths.

Other features are the removable form cylinder which can be rolled out on folding rails, sheet piling device which rises automatically, new sheet feeder and precision devices to insure register.

Cylinders are of steel tubing with axes welded in adjustable roller bearings so all play can be eliminated.

The press can be supplied with solid cylinders, solid cylinders skin deposited (Ballard system), copper sleeves on expanding mandrel or thin copper plates wrapped around the cylinder.

## New Saw Trimmer

The Milwaukee Saw Trimmer Corporation announces the No. 3 *Cabinet Model Saw Trimmer*. The following features have been incorporated in this new saw trimmer: 73 pica gauge is constructed to handle the largest overhanging display slugs. Anti-friction device insures easy operation; pica end gauge is self aligning. Vise is quick acting. Clamps 42 picas. Plate matter 16 in. can be sawed.

Sub-table is automatically positioned when saw is raised or lowered. Right and left-hand miter vise furnished so rules of any length can be mitered face up. Saw and emery wheel fully guarded.

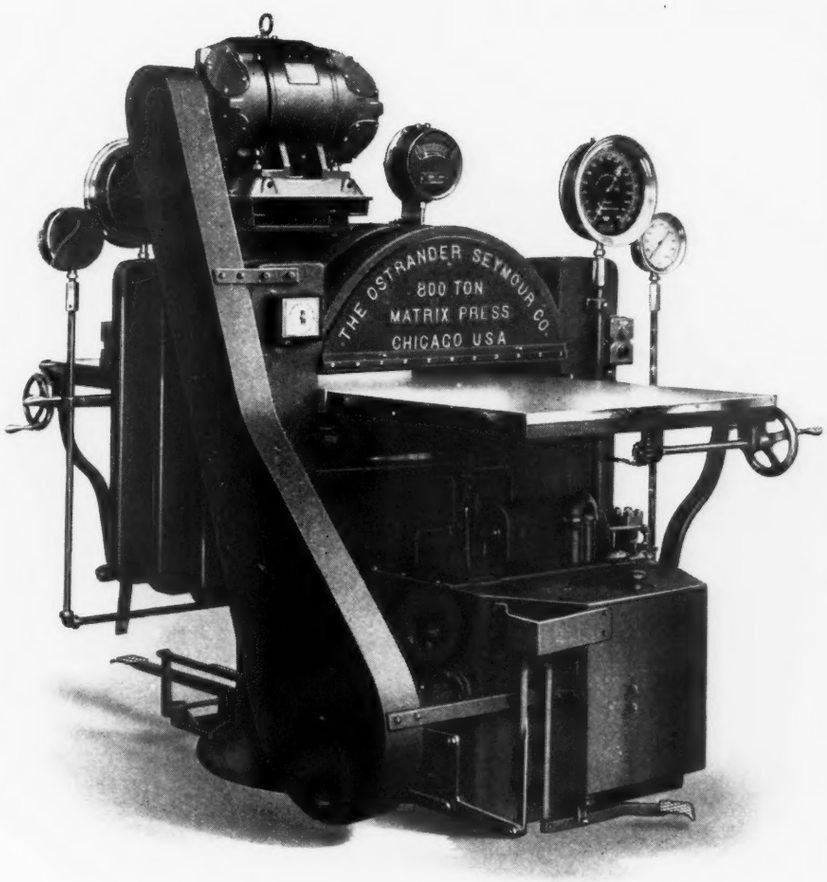
Saw can be elevated or lowered to any desired position. Definite positions are provided for the cutting of slugs and the sawing of cuts, by means of index pin entering hardened bushings. Undercutting any desired depth, is quickly obtainable; Lubricating device designed into the

*Birds eye view of New No. 3 Cabinet Model C&G Saw Trimmer. Guards turned back to indicate spanner wrench in position for saw removal and to show chip chute and slug-end receptacle.*

saw arm feeds oil through felt wick to side of saw blade; Saw arm is constructed to guide chips to a chute in the cabinet and deliver them to the truck below. Waste drawer for collecting hard metals is provided at left side of the cabinet. Adjustable lighting fixture is provided. Wiring is enclosed in conduit.

Spindle lock and spanner wrench furnished for removal of saw blade assembly. V-Belt drive. Spindle is ball bearing running in bath of oil.

# The Ostrander Seymour Direct Pressure Matrix Molding Press




**Designed and Constructed by the World's Largest Producer of Printing Plate Making Equipment.**

SPECIFICATIONS

Size of Platens—32 x 25 inches,
Clearance between Uprights—32 inches,
Opens to 1⅞ inches; closes to 1/16 inch,
Maximum Pressure—800 tons on 22 inch ram,
Floor Space—4 feet by 7½ feet,
Weight, assembled—12,000 pounds.

Standard Equipment—

Five horse-power, 1750 r.p.m. motor, controller and front and rear push-button stations, Three-strand Texrope transmission, with safety guard, Electrically heated and thermostatically controlled lower platen; twelve 1250 watt dry elements; automatic heat control from room temperature to 600° F.

Water-cooled insulating platen between heated platen and ram.

Manually operated front and rear sliding aprons,

Front and rear hand and foot operating controls,

Front and rear automatic high and low pressure gauges,

Timeostat timing device,

Removable blanket for cold molding.

**Especially developed for rapid production of highest quality stereotype mats from plastic, semi-plastic, wet and dry flongs.**

BACK of The Ostrander Seymour 800 ton direct-pressure matrix press is over 60 years of successful experience in the designing and building of printing plate molding equipment, and into this particular machine has been incorporated every tested and approved feature which has contributed to the high standing of all Ostrander hydraulic equipment. More than 800 Ostrander hydraulic presses now are in daily operation, that number being in excess of four times those installed by all other makers combined. One plant operates 20 Ostrander hydraulic presses of various tonnage capacities; hundreds use from that number down to a single press. The machine, except for the electrical equipment and gauges, which are of the highest grade obtainable from the world's most reliable manufacturers, is produced entirely in the Ostrander factory, no assembly parts from uncertain sources being employed. Attention is particularly directed to the fact that the platen is guided entirely by the ram; no shoes or other sliding parts operate on the frame. The minute space of .0015 between ram face and cylinder wall constantly insures accurate molding; will mold and dry from a single line to a full newspaper page.

Ostrander direct pressure matrix presses are installed in the country's largest and best known establishments, having been selected after extensive investigation and on recommendation of users.

*Ostrander Seymour Machinery is the acknowledged standard of the World*

EVERYTHING FOR THE STEREOTYPER, ELECTROTYPER AND PHOTO ENGRAVER

## The Ostrander Seymour Company

1870 South 54th Avenue Cicero·Station Chicago, Ill.

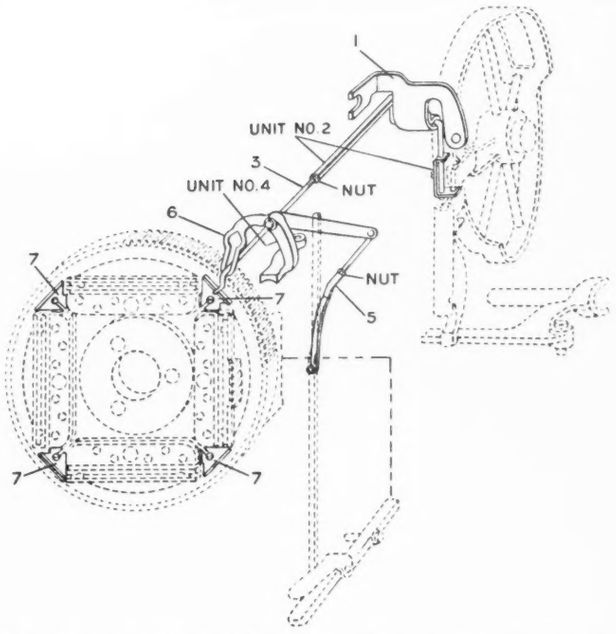
EASTERN OFFICE, CHRYSLER BUILDING, NEW YORK CITY

## Automatic Liner Protector

An automatic mold liner protector for application to Linotype machines has been announced by Composing Room Engineers, Inc. The device and its action are explained as follows:

At the time of making a change in mold liner length a key plate 7 is applied to the V-shaped open space at the left extremity o each mold in a four-mold disk. Each of the key plates is of pressed steel and is turned up at right angles on its outer edge. A notch (one for each em length of liner) is cut in each key plate in a different position. In other words, a key plate corresponding to each liner length is necessary so that the plate may be changed each time a liner is changed. If the notch in the key plate corresponds to the ejector blade setting as represented by the position of the feeler at the time the mold disk advances to ejection, the machine will be permitted to operate through its normal movements. However, in case the ejector setting does not correspond to the liner length, the machine will be brought to a stop at ejecting position but before the ejector blade has advanced into the mold cell.

As is shown in the perspective view diagram, the sensitive element mounted on the outer extremity of rod 3 is operated by one of four key plates 7 in case the ejector blade setting does not correspond with the casting cell in the mold. The means for stopping the machine is activated at the time the mold disk advances to ejecting position. The forward movement of the key plate 7 against the feeler advances rod 3 which in turn actuates a bell crank lever. The movement of the bell crank which is hung in a bracket fastened to the upper part of the starting-and-stopping lever block, swings a presser foot (slidably mounted on the bell crank) over the upper stopping lever in the road of the automatic safety pawl. When the safety pawl strikes the presser foot the action of the parts in stopping the machine are the same as if the safety pawl had contacted the upper stopping lever as in a distributor stop.




*Perspective View Diagram of Automatic Liner Protector for Linotype Machines. This device is intended to prevent damage to mold liners by reason of wrong ejector blade settings.*

To correct the ejector setting after the machine has been stopped, the machine is backed to retract the mold

WHITE PLAINS PUBLISHING CO. INC

W. LEE TULLER
PUBLISHER

**The Daily Reporter**
White Plains, N.Y.

WALTER V. HOGAN
EDITOR

July 20, 1935

American Publishers Supply
P. O. Box 131
West Lynn, Massachusetts

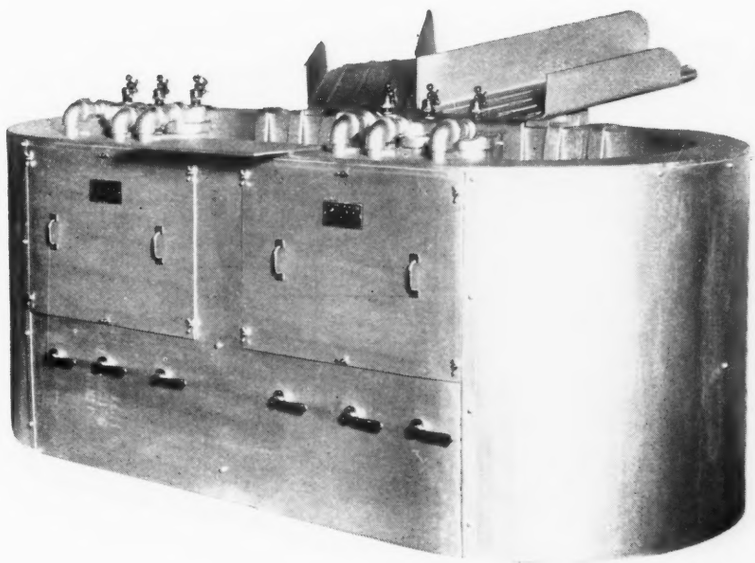
Attn: Mr. Robert D. Berry, Sales Mgr.

Gentlemen:

We installed one of the very first Form-O-Scorch machines in our plant some years ago and it is not a luxury but a necessity to our plant.

We get uniform plates and use all first cast off. I would recommend this machine to anyone as a first class investment.

Very truly yours
Joseph Lawson Jr.
Stero.

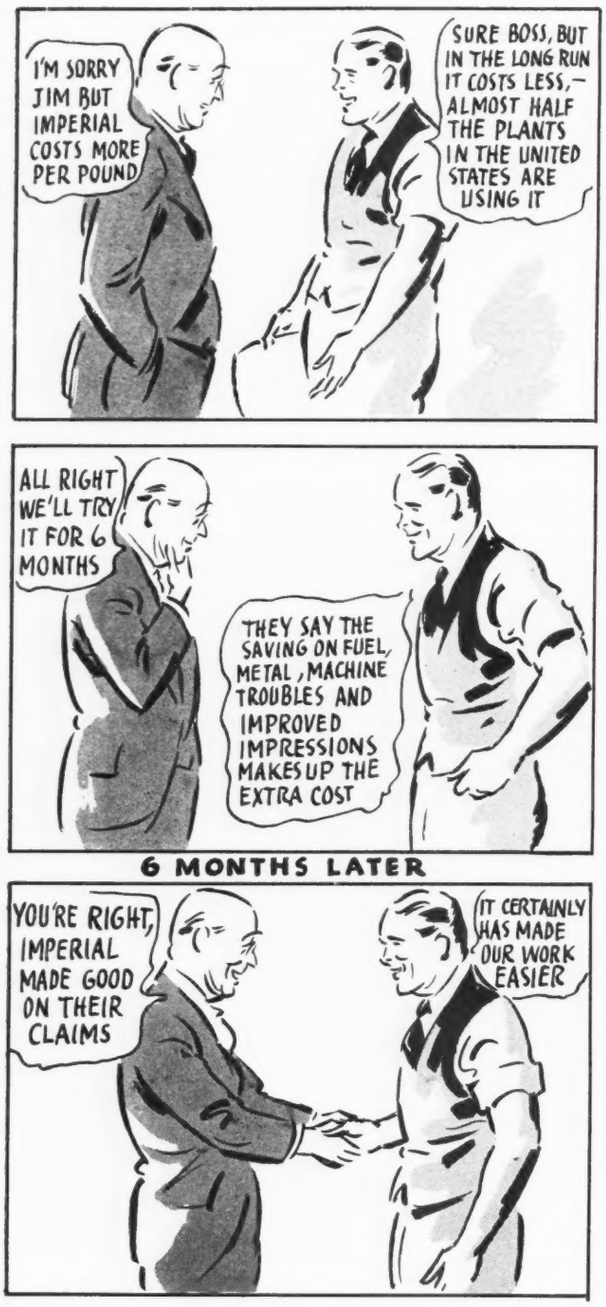


# *Here's* what the world's most efficient STEREO POT looks like

YOU are now feasting your eyes on the last word in stereotype melting. This is the new 10-ton Kemp pot of the DAYTON (Ohio) NEWS. ☆ Pleasing as it is to the eye, in its streamlined beauty, with concealed piping and aero-dynamic plate and tail chutes, Kemp still insists that "Handsome is as handsome does." Thanks to the inner beauty of Kemp Immersion Melting (with GAS) the "Pride of Dayton" will deliver 275 plates per hour for at least 40 percent less cost than by any other melting method. ☆ If 40 percent saving appeals to you as a beautiful thought, Kemp engineers are ready to tell you all about it. Kemp, you know, *guarantees* to save you that much *or more.* ☆ And by the way, five-year F. H. A. loans are now available for plant improvements. So, if you prefer to modernize out of income just mention that when you write The C. M. Kemp Manufacturing Company, 405 East Oliver Street, Baltimore, Md.

## KEMP of BALTIMORE

# Imperial Makes Good On Its Claims


I'M SORRY JIM BUT IMPERIAL COSTS MORE PER POUND
SURE BOSS, BUT IN THE LONG RUN IT COSTS LESS,— ALMOST HALF THE PLANTS IN THE UNITED STATES ARE USING IT
ALL RIGHT WE'LL TRY IT FOR 6 MONTHS
THEY SAY THE SAVING ON FUEL, METAL, MACHINE TROUBLES AND IMPROVED IMPRESSIONS MAKES UP THE EXTRA COST
6 MONTHS LATER
YOU'RE RIGHT, IMPERIAL MADE GOOD ON THEIR CLAIMS
IT CERTAINLY HAS MADE OUR WORK EASIER

Imperial
METAL

THE IMPERIAL TYPE METAL CO.
Philadelphia · New York · Chicago · Los Angeles


disk to release the pressure of key plate 7 from the feeler. A coil spring attached to rod 3 pulls the rod backwardly, after which the ejector may be set to proper measure to correspond with the length of liner in the mold.

## Adjustable Elevator Gate

An adjustable assembling elevator gate for application to Linotypes is announced by the Linotype Parts Corporation. The gate is of one-piece construction. The adjustable feature is provided by two lugs extending inwardly from each leg of the gate, each lug supporting a screw with check nut to hold the setting which is made independently for each end of the gate. The adjusting screws are intended to compensate for wear in the hinge or to correct faulty spacing between the elevator back plate and gate so matrices and spacebands will slide along freely without binding and at the same time without too much play.

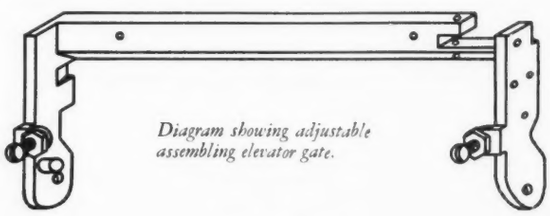


*Diagram showing adjustable assembling elevator gate.*

## Plane-O-Plate Uses High-Speed Cutter

THE need for some kind of a stereotype plate leveling machine in our plant reached its peak some two years ago. Mats sent in by advertisers were of various thickness and quality, and as our stereotype department was not equipped with a flat cast shaver, we were forced to use flat casts as they came from the casting box. Many of these were several thousands too high, and some were so high the type surrounding them would not print.

The composing room superintendent brought the problem to me. I drew a design for a plate leveling machine employing a high-speed rotary cutter. A bed on which the plate rests moves under the cutter.

*Charles W. Olney, Linotype Machinist, Times-Republican, Marshalltown, Ia.*

The building of the machine presented many problems, in which I think the choice of cutters was the greatest. The cutting unit had to turn fast, cut clean and at the same time clear the chips properly to prevent clogging.

The second major problem was bed travel and its relation to the cutting unit. A lead screw with a center drive was employed and a bracket was anchored on the bottom of the bed through which the lead screw turns. This moves the bed forward or backward with a direct center-bed drive. Proper bed speed was arrived at through the well known process of trial and error.

The frame, bed and cutter brackets were all cast from patterns which I made. The balance of the parts were turned from cold rolled steel.

# THE NEW DUPLEX UNITUBULAR

## FACTORY-PERFECTED; SUCCESSFUL; PRESSROOM-PROVEN

A *real* unit type press.

*Anti-friction* bearings.

Skeleton framing *eliminated*—essentially greater sturdiness and less space.

Running boards *eliminated*.

Plating from floor.

Complete accessibility all around each unit, *no obstructed* passage-ways.

50% increased *speed*.

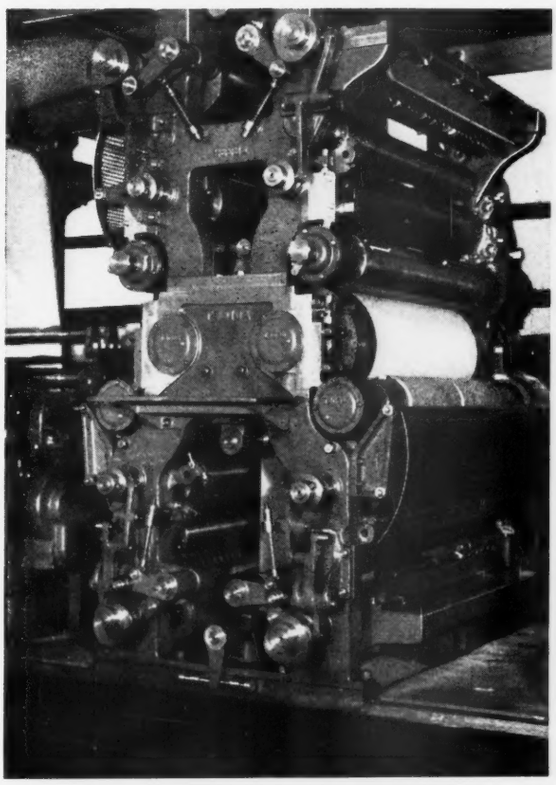
Greatly *improved* ink distribution.

*Unequalled* flexibility of products.

Arrangements for sectional runs.

*Color*—available everywhere—Multi-color and comic work.

Simplest possible double truck plating.



This product of the original inventors of the Tubular is *a real and radical advance*. UNITYPE design for TUBULAR printing. Absolutely novel in its design and arrangement, eliminating all "decker" press features and gaining unequalled *steadiness* in operation, *durability* and *speed*.

TWENTY OF THESE PRESSES NOW SOLD AND EIGHT ARE ERECTED AND IN OPERATION IN THE FIELD.

**THE UNITUBULAR UNIT**

WITH COLOR CYLINDER EQUIPMENT FOR PRINTING COLOR ON EVERY PAGE

## PROVIDES THE GREATEST POSSIBLE FLEXIBILITY IN

# COLOR PRINTING

## FOR NEWSPAPER—COMICS—SPECIALITY PRINTING

**OUR CUSTOMERS WRITE OUR ADS**

"The ideal press."

"Perfect in construction."

"We have a beautiful new building, but the UNITUBULAR is the finest thing about it."

"The press has been viewed by executives of local dailies and comment has been all in its favor."

"The publisher of one said 'WE NEED FOUR TIMES AS MUCH PRESS TO DUPLICATE WHAT YOU CAN DO ON A MACHINE THAT SMALL.' "

## DUPLEX PRINTING PRESS COMPANY

BATTLE CREEK, MICHIGAN

NEW YORK CHICAGO SAN FRANCISCO

**You Don't Pull Proofs on Stereo Casts**

IF typographical errors are made they are caught in the proofs and corrected, but the actual press run often gives the first intimation that there was something wrong in the stereo department.

All the more reason for giving this department the most dependable equipment and materials, including Certified M a t s, made in the U. S. A.

*For dependable stereotyping rely on Certified Mats, made in the U. S. A.*

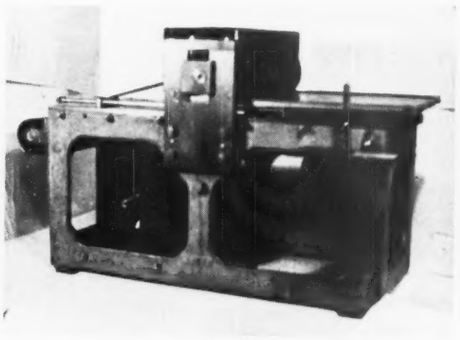
CERTIFIED DRY MAT CORPORATION

338 Madison Ave. New York, N. Y.

Certified DRY MATS

One motor operates the machine. The bed shaft is driven from the cutter shaft by a worm gear and pinion. The bed ways were machined. Taper dowel pins and bolts were used in assembling the parts. The bearings are made from high-speed bronze and the cutter unit shaft bearing brackets are movable up and down, so that any required plate thickness may be cut. These brackets have an up-and-down travel of 0 to 0.930 in., giving the operator a range from shell cast thickness to over type high.

Two retainers engage the cuts as they pass under the cutting unit. These retainers, one on each side of the cutting unit, are pivoted through the side brackets and are spring tensioned; they are also curved at the bottom or point of engagement and clear the cutter blades 0.010 in. This permits very small casts to be leveled with no danger of choking.



*Plane-O-Plate Machine Devised By Charles W. Olney*

The power unit is a 1-3 h.p. motor, with reversible starting windings, split phase and operates from 110 v. 60 cycle a. c. current. I built a motor reversing switch that works automatically. It has forward, neutral and reverse contacts. When the bed has reached its full travel the switch is automatically brought to neutral, to stop the entire machine. The operator then removes his plate, throws the switch handle to reverse and the bed returns to its original position. The machine is now ready for another cut. The operator can stop the machine at any point by merely raising the switch lever to its neutral position.

The machine illustrated takes a cut 9. in. by 12 in. Anyone interested in this type of machine may feel free to write me for further information.

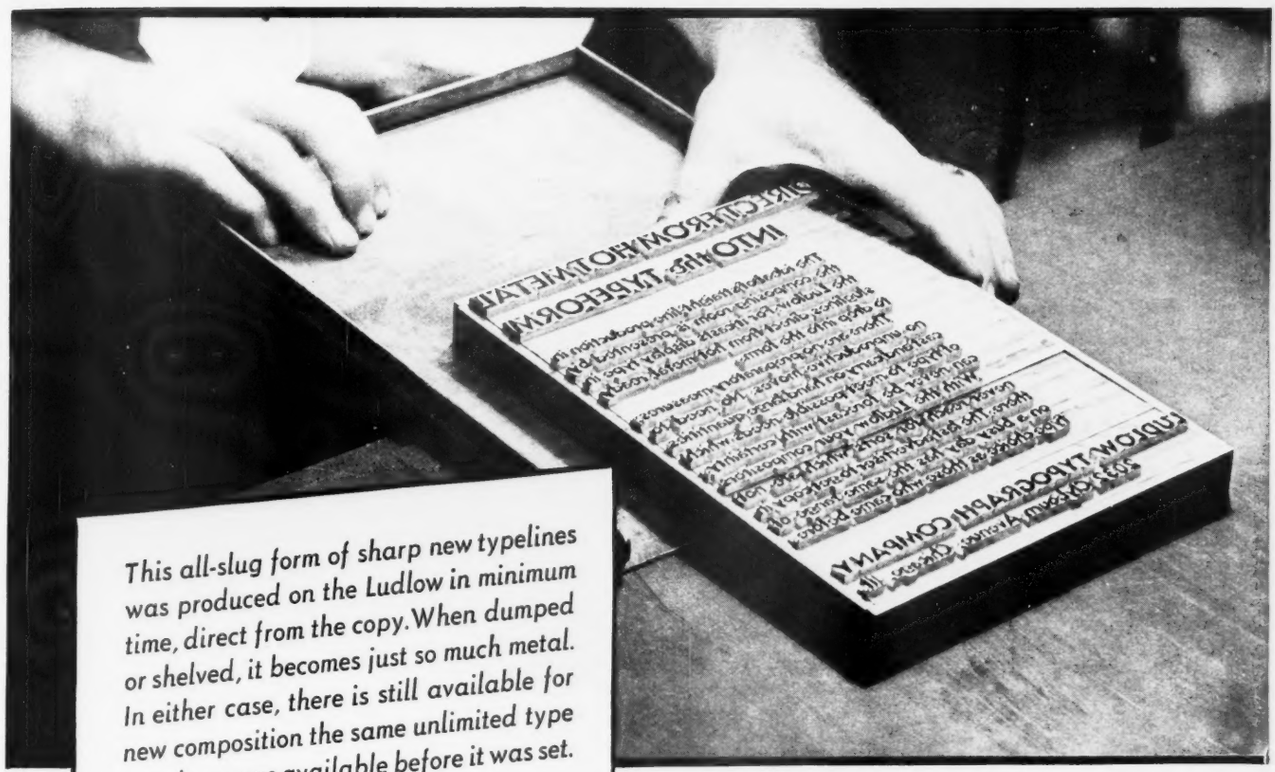
## Morrill's New Office

On and after October 1, the Boston office of Geo. H. Morrill Co. Division, General Printing Ink Corporation, will be located at a new address, 130 Clarendon Street, New equipment and improved facilities for serving the trade are being added to make the branch modern in every respect.

## Join Flint in Chicago

John P. Mueller has accepted a position in the sales organization of the Howard Flint Ink Company in Chicago. Mr. Mueller is extremely well known among Chicago printing circles, having served in various branches of the graphic arts in that city for the past twenty-eight years.

The Flint Company also announces the addition of John M. Hayes to the Chicago sales organization Mr. Hayes was formerly employed at the Newman-Rudolph Lithographing Company, Chicago.



*This all-slug form of sharp new typelines was produced on the Ludlow in minimum time, direct from the copy. When dumped or shelved, it becomes just so much metal. In either case, there is still available for new composition the same unlimited type supply as was available before it was set.*

# Improving **your** business by Ludlow-equipping **your** composing room

**With the Ludlow system of hand-set, slug-cast composition, you can improve your service to local advertisers and so increase your volume of space sales. From every font of Ludlow matrices, your composing room can produce an unlimited number of lines of new and unbroken type in fine up-to-date Ludlow typefaces in slug form.**

**At the same time, with the Ludlow, you can materially reduce the man-hours on any piece of advertising display composition, thanks to the speed and ease of "gathering" matrices, of spacing lines and of handling and making-up slugs, to the entire elimination of time lost in hunting for sorts, and to the simplicity and flexibility of Ludlow operation and mechanism.**

**The details of the Ludlow story of more efficient and economical composing room operation, which cannot be told in an advertisement, make thrilling reading indeed for the newspaper publisher who is seriously interested in improving his business.**

**This story is told, by word and picture, in a new broadside just off the press. A copy will be sent to you gladly upon request, without obligation.**

## LUDLOW TYPOGRAPH COMPANY
### 2032 CLYBOURN AVENUE + CHICAGO, ILLINOIS

**Set in Ludlow Karnak Medium and Karnak Black**

# Letters to the Editor

## Replies to Mr. Oppenheimer

The comment in the September *Printing* Equipment *Engineer* on my article in the June issue with respect to the variation in register at variable press speeds was closely read and I am pleased to have the opinion of so prominent a printing official as Mr. Oppenheimer. I am, however, forced to the conclusion from several statements appearing in Mr. Oppenheimer's comment that he has not had the experience in the pressroom that falls to the lot of the average pressman. I still insist that the variation of register found in the operation of some (but not all) presses is due primarily to the lost motion in the gears of the impression cylinder when raised and at the point when the grippers are closing on the sheet to be printed. I have learned this by practical application and have corrected the variation by tightening the cylinder bearings so as to have the cylinder always under a tight pull by the gears. This experiment can be made on any press and is well worth the making. The reading by the average pressman of the comment by Mr. Oppenheimer would very likely result in the conclusion that the case is hopeless. If the pressman will tighten the cylinder bearings and reduce slightly the push of the gripper-rod spring so as to reduce the backlash of the gears to a minimum, there would be very little trouble from poor register. Of course, this is not all the story but it is sufficient to induce the further study of the phenomenon.

Alton B. Carty.

## In Relation to Register at Varying Speeds

Dear Editor: I was very much interested in Mr. Carty's discussion of the subject of register varying with the speed of the printing press cylinder.

Discussion of the subject a long time ago caused me to make some investigation on my own account. I had always noted that it was better to run color register jobs at the same speed, but I did not stop to consider the reason why.

By watching the gripper action closely on my own cylinder presses I came to this conclusion: The grippers were closed by the action of a spring. The grippers therefore closed at a constant speed that had nothing to do with the rim speed of the cylinder. If the cylinder was going continuously at a rim speed of about a thousand impressions an hour the grippers closed down on the sheet and therefore the sheet went thorugh in register, but upon increasing the rim speed of the cylinder to produce 2000 impressions per hour the sheets which had been run at 1000 per hour would not register with those run at 2000 per hour. Why? I found it all in the gripper action. Doubling the rim speed of the cylinder while the grippers were closed by spring pressure at a constant speed caused the grippers to close down on the sheet a little later in relation to the travel of the cylinder than they would at a lesser speed, therefore the sheet went around the cylinder in a little different position at higher speeds than at lower speeds. Speeding up the dropping of the grippers by putting in livelier springs and lessening the distance of the drop while under spring tension helped some, but the common sense way out of the difficulty was to run color register jobs at practically the same speed.

R. O. Vandercook.


EDES PHOTO-ENGRAVING

EDES SUPERFINE QUALITY ZINC

ZINC

THE STANDARD FOR MORE THAN 80 YEARS

ETCHES CLEAN AND QUICK

THE EDES MANUFACTURING CO., PLYMOUTH, MASS.

*Sales Representatives*

John H. Heimbuecher Metals Co., 514 No. Third St., St. Louis, Mo.
Gazzolo Drug & Chemical Co., 119 So. Green St., Chicago, Ill.
E. H. Walker Supply Co., Printcraft Bldg., Washington, D. C.
Selby Mohr, 883 Mission St., San Francisco, Cal.
Thompson-Hayward Chemical Co., 2228 Blake St., Denver, Colo.
Thompson-Hayward Chemical Co., 909-2nd St. So., Minneapolis, Minn.
Metzger Photo Supply Co., 1091 So. Main St., Akron, Ohio
G. C. Dom Supply Co., 125 East Pearl St., Cincinnati, Ohio

# Meeting

## Of National Printing Equipment Association

The annual meeting of the National Printing Equipment Association, Inc., will be held Wednesday, October 16, at 10 o'clock A. M., in Waldofr-Astoria Hotel, 50th St. and Park Ave., New York, N. Y.

As was reported in the July issue of *Printing* EQUIPMENT *Engineer*, three major objectives of the Association will probably come before the meeting. These are: Consideration of the Mackey Plan to stimulate advertising; consideration of solution to the problem for disposal of worn-out and obsolete printing machinery, and consideration of a Code of Ethics.

Election of directors will be held at the meeting. Reports of officers, directors and committees will be heard and acted upon.

A new form of combined constitution and by-laws will come before the meeting for approval, correction and adoption.

A complimentary buffet luncheon will be served at 1 o'clock.

## New Mechanical Executive

William E. Becker is now mechanical superintendent of the Washington *Post*, succeeding Joseph Melia, it was announced by Publisher Eugene Meyer. Mr. Becker, a former Goss Printing Press Company representative, served for 30 years as machinist, erector, field superintendent and sales representative.

## Schurder Promoted

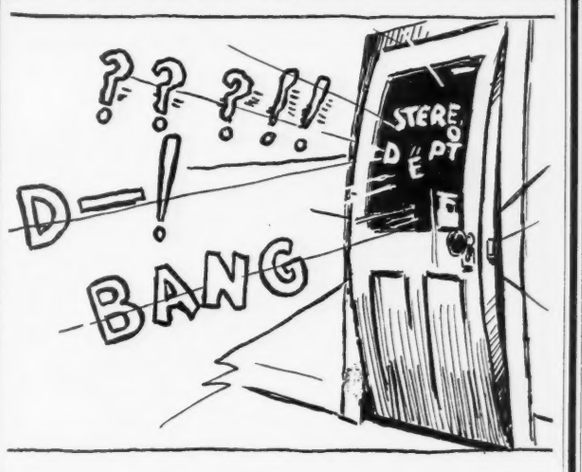
Louis C. Schurder has been appointed chief composing room machinist of the Chicago *Journal of Commerce*. He is well known in Chicago, having served his apprenticeship in the rebuilding department of the Mergenthaler Linotype Company. Since becoming a journeyman machinist he has been employed by the Western Newspaper Union, the Mathews Typesetting Company and several other plants. The *Journal of Commerce* operates twenty line-composing machines. Until his recent promotion, Mr. Schurder had charge of the day shift for a period of twelve years.

## Ludlow Hanger

A broadside showing the large type-faces, 72 points in size and larger, which are available in Ludlow matrices, has been issued by the Ludlow Typograph Company. It is tinned top and bottom and is provided with loops for hanging on the wall.

This broadside provides a showing of large typefaces and is intended for wall decoration in the printing office. A copy will be sent to any mechanical executive on request to the Ludlow Typograph Company, 2032 Clybourn Ave., Chicago.

BURGESS CHROME MATS




**What Comes Out of Your Stereo Room?**

If "cuss words" and trouble come out of your stereotype room, look into Burgess Chrome Mats today. They represent the first real improvement in mats in years. They save ink . . assure better printing . . . and save advertising lineage by shrinking uniformly. Ask to have a Burgess Man call.

BURGESS CELLULOSE COMPANY
FREEPORT, ILLINOIS

CHROME MATS
A Laboratory Product
A 235

Pacific Coast Representative, RALPH LEBER,
426 Polson Bldg., Seattle, Washington

BURGESS CHROME MATS

BURGESS CHROME MATS
BURGESS CHROME MATS

# Analysis

## Of Graph for Second Six Months of Operation Under Cost System

*By* B. T. JUERGENS*

THROUGHOUT the south and middle west many a composing room executive affirms and sincerely believes he is getting "about" 2000 lines of type a day per operator. Or the figure may be 1800 or 1600, depending on locality.

If you ask him how he knows, probably he will say, "Oh, we measure the string every so often". Which may mean as much as three times a year. If you were to ask about his time-per-column news production he might say "The shop average is 'about' a column an hour, more or less." And if you should go still further and inquire into his ad-time-production, you'd probably get the answer, "Well, now that's getting down to a pretty fine point. We haven't gone into that angle."

Depressed business conditions emphasized the fact that "about" and "approximate" are two words that ought to be banished from the composing room, and that they ought to stay banished with the return of business to better levels.

But an angle which has received less attention than the obvious necessity for economy during stringent times is the possibility of increasing profits when and if business rises above the level of a mere struggle for existence. Bearing in mind that increased revenues will not be pure velvet but must take up the slack of the long lean years—and that labor costs will increase as times grow better—all advantages will lie with the plant which already has established a perfectly functioning organization by reducing waste to the zero point.

We found in this plant that an accurate system of production accounting actually established a basis whereby it is possible to see any threat of waste or inefficiency and that application of information revealed through the system increased production materially.

The system began operation in July, 1934. Records which permitted accurate checking and balancing, and features weekly sums and averages of production in all departments are used. A running graph is kept, the figures being entered from week to week as the averages are taken. No "about's," "maybe's," or "perhaps's," are permitted in the calculations, every minute of time and line of type being accounted for in one way or another, so capacity of all workers is revealed accurately.

Checking back at the close of the year, ending June 29, over the records we find the following results:

1. News-time-per-column reduced from 51 minutes to an average of 45 minutes per column, a saving of nearly 12 percent.
2. Ad-time-per-column reduced from 1 hour 52 minutes to 1 hour 25 minutes—a saving of 23 percent.
3. Increase in *Phoenix* (morning) lineage of 250 lines a man per night—an 11 percent improvement.
4. Increase on *Times-Democrat* (afternoon) of 306 lines, or 16 percent.

*Senior Foreman, Composing Room, Muskogee (Okla.) *Phoenix* (Morning) and *Times-Democrat* (Evening).


# A FEW WORDS ABOUT QUALITY

In the latter part of the Eighteenth Century, Josiah Wedgwood, who gained world-wide renown as a manufacturer of pottery, wrote:

***"All works of quality must bear a price in proportion to the skill, time, expense and risk attending their invention and manufacture. Those things called dear are, when justly estimated, the cheapest; they are attended with much less profit to the builder than those which everybody calls cheap."***

What Wedgwood said 150 years ago is equally true today. To constantly maintain quality and uniformity of the highest order requires extra expenditure for materials, machinery and brains; as well as persistent watchfulness over processes of manufacture.

Devotion to this principle has placed MORRILL'S INKS **first** among printers and publishers desiring quality.

## GEO. H. MORRILL CO.

*Division*

GENERAL PRINTING INK CORPORATION

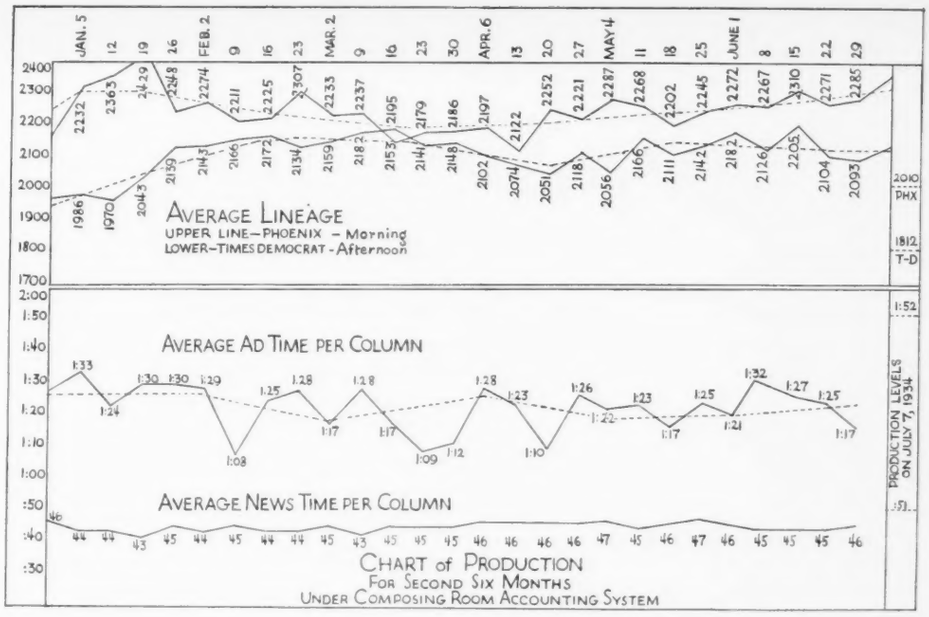
*World's largest manufacturer of Newspaper Black and Colors*

100 Sixth Avenue, New York City, N. Y.

*Factories—Norwood, Mass. Tacony, Phila., Pa. Chicago, Ill. San Francisco, Cal.*

*Branches:—Boston, New York, Philadelphia, Detroit, Chicago, St. Louis, Minneapolis, Fort Worth, Los Angeles, San Francisco, Seattle*

That the system did not quickly outlive its usefulness is shown by the fact that improvement in all departments was shown by the second six-month period, from New Year to the end of June, over the first six months, despite the fact that increases in most departments were rapid and spectacular shortly after the system was installed. Owing to complete familiarity with keeping individual records achieved by the men after the system had been in operation for some time, and elimination of useless or discrepant factors in the bookkeeping, the second six-month period showed steadier levels than the first.


AVERAGE LINEAGE
UPPER LINE—PHOENIX – Morning
LOWER—TIMES DEMOCRAT - Afternoon
AVERAGE AD TIME PER COLUMN
AVERAGE NEWS TIME PER COLUMN
PRODUCTION LEVELS ON JULY 7, 1934
CHART of PRODUCTION
FOR SECOND SIX MONTHS
UNDER COMPOSING ROOM ACCOUNTING SYSTEM

It is generally conceded that the production on a morning paper is more rapid than on an afternoon paper. We have found among local factors the following:

1. Five mails to meet on the afternoon paper as compared to only two on the morning.

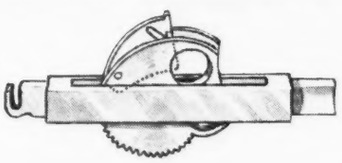
2. A much larger percentage of nonchargeable ad time on the day side. About 90 percent of our lineage is set at night or on time charged to the *Phoenix* (morning.)

3. Less comfortable working conditions during hot weather. Naturally this applies only during summer, when production cannot be expected to hold the high levels attained during cool weather, but it should be borne an important difference is made by the fact that the last four hours of the night shift the air is cooled considerably, the worker is freshened and is able to make up for the lower prog-

*Continued on Page 32*


# LATEST "STAR" IMPROVED PARTS
## FOR LINOTYPES AND INTERTYPES

### KEYBOARD EMERGENCY CAM



Eliminates machine tie-up when ***tooth*** of a cam stop strip breaks.

Instead of a new cam stop strip, the emergency cam is inserted at the proper point, and the spring action of the tongue takes the place of the broken tooth.

When the emergency is over, the new cam stop strip can then be inserted.

| | |
|---|---|
| H570A or H913A - - - - - | $1.75 |
| H1000A (spaceband) - - - - | 2.00 |
| T418A - - - - - - - - - - | 2.00 |
| T1042A (spaceband) - - - - - | 2.25 |

### KEYBOARD CAMS

"Star" cams are superior to any you have ever used. ***Every*** tooth is ***individually*** cut by a special process we perfected. The result is sharper—deeper cut teeth, in perfect alignment. In brass or steel yokes—Linotype and Intertype.

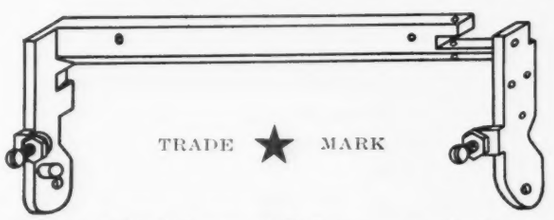
### IMPROVED SPACEBAND BUFFER FINGER
**(For Linotypes and Intertypes)**

The finger will last indefinitely. Only the detachable bronze spring will need infrequent replacement.

Instead of the spaceband striking the top of the finger, the bottom of the band hits the spring ledge on both sides of the finger when settling in the assembling elevator. The fall of the spaceband is not only cushioned, but the spring acts as a "drag" on the bottom of the former, steadying it in its passage in the assembly.

More economical and efficient. D-1211A $1.00. D-1211B (spring) 25c.

### IMPROVED ASSEMBLING ELEVATOR GATE




Wear can be compensated for by adjustments on both sides of the assembling elevator gate. Of one piece construction (not welded on ends).

D2821A (assemb'd) $8.75
D2733A . . . 6.75

Ace cord rubber belts are rapidly becoming standard equipment in many Linotype and Intertype plants because they are not only more efficient—but last far longer.

Circular on request

**NEW YORK**
**203 Lafayette Street**

**LINOTYPE PARTS CORPORATION**

CHICAGO
318 West Randolph Street

*Agencies:*

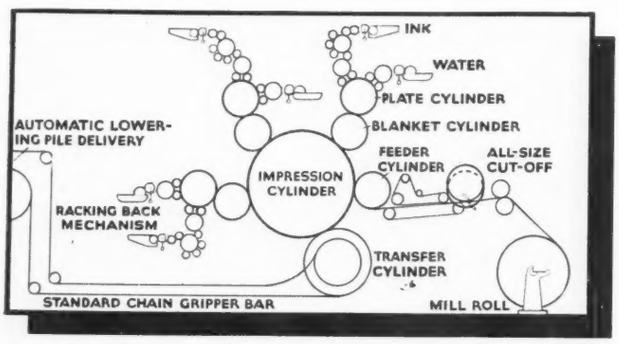
LOS ANGELES
1520 Georgia Street

**KANSAS CITY, MO.**
**314 West 10th Street**

# NEW KIDDER OFFSET PRESS

## PRINTS THREE COLORS FROM SINGLE IMPRESSION CYLINDER

A new offset press has just been built for a Western wrapper manufacturer by U. P. M.-Kidder Press Company, Dover, New Hampshire, makers of "Three Point" Presses.




This press is web-fed and delivers in sheets to an automatic lowering pile. It takes a maximum size sheet 36″ x 48″ and permits cut-offs at ¼-inch intervals, down to a minimum of 20″. The inking and water mechanism for the third color rack back to make blanket and plate cylinders accessible for mounting plates and changing blankets. The first and second color units are open and accessible.

For complete information about this 3-color offset press or about other Kidder machines for printing on all kinds of packaging materials, address the Engineering Department at Dover, New Hampshire.

And there are also new bulletins on the Golden Arrow Bronzer and the Chapman Electric Neutralizer.

**U.P.M.-KIDDER PRESS COMPANY** *Incorporated*

PRINTING MACHINERY

DOVER, N.H. Chrysler Bldg. NEW YORK Fisher Bldg. CHICAGO TORONTO

One and Two-Sheet Rotaries . . . All Size Adjustables . . . Automatic Bed and Platen Presses . . . Golden Arrow Straight-Line Bronzer . . . Multi-Color Web Presses . . . Slitters and Rewinders . . . Chapman Electric Neutralizer . . . Special Printing Machinery of All Kinds. 989


# *Patents*

## For Feeding, Folding and Delivery Continue in Number

AUGUST-SEPTEMBER

### Composing Machinery:

2,011,212. LINE CASTING MACHINE. Charles W. Curle, San Francisco, Calif. Application January 29, 1934, Serial No. 708,779. 13 Claims. (Cl. 199—59.)

1. In a device in combination with a line-casting machine, of slug trimming mechanism therefor, means for feeding the slugs endwise into the mechanism, the mechanism embodying means for resiliently clamping the moving slug, fixed means for trimming one side thereof, and rotatable means for trimming the opposite side as it is moved through the machine.

2,011,523. TYPOGRAPHICAL CASTING MACHINE. James G. McNamara, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, a corporation of New York. Application June 24, 1933, Serial No. 677,417. 34 Claims. (Cl. 199—52.)

1. In a typographical casting machine adapted to employ matrices of different forms, the combination of a transporter for presenting a composed line of matrices to the mold, and means adjustable to different operative positions at the will of the operator for preventing the delivery of one or another of the forms of matrices to the transporter.

2,011,524. TYPOGRAPHICAL COMPOSING MACHINE. James G. McNamara, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, a corporation of New York. Original application June 24, 1933, Serial No. 677,417. Divided and this application March 17, 1934, Serial No. 716,181. In Great Britain and Germany October 21, 1933. 15 Claims. (Cl. 199—46.)

1. In a typographical composing machine, the combination of a matrix magazine, escapement mechanism therefor, means for separating the magazine from the escapement mechanism, a longitudinally shiftable matrix locking bar, means for automatically shifting the bar longitudinally to active position to lock the matrices in the magazine as the latter is separated from the escapement mechanism, and means operating automatically to lock the bar in active position.

2,011,702. CASTING MOUTH HEATING FOR LINE COMPOSING AND CASTING MACHINES. Kaspar Bader, London, England. Application May 5, 1933, Serial No. 669,516. In Germany January 30, 1933. 10 Claims. (Cl. 22—71.)

1. A heating device for the mouth of a casting pot for line-composing and casting machines, comprising a heating body operable independently of heating means applied to portions of the pot other than the mouth, and a conducting member directly associated with the terminal plate of the mouth and adapted to house the heating body.

2,014,059. METAL FEEDER FOR MELTING POTS. Charles E. Whitmore, Vancouver, Wash., assignor to The Vancouver Evening Columbian, Vancouver, Wash., a corporation of Washington. Application November 18, 1933. Serial No. 698,691. 5 Claims. (Cl. 22—80.)

1. A device for automatically feeding a pig of metal to a melting pot comprising a post mounted adjacent the melting pot, a shaft secured to the post extending over the melting pot, a ratchet wheel on the shaft, means for tensioning the wheel, a lift rod adapted to be reciprocated positioned along the post normally in engagement with the wheel, means for reciprocating the lift rod, a cam mounted in the post for moving the lift rod out of engagement with the ratchet wheel and a float connected to and for actuating the cam, substantially as set forth.

2,014,808. DEVICE FOR CASTING TYPE BARS. Elmer Lyman Kokanour, Fort Lauderdale, Fla. Application June 24, 1933, Serial No. 677,503. 19 Claims. (Cl. 199—47.)

1. In a type-casting machine, a casting box, a heating element for heating the box, a stick in the box formed of relatively thin metal which will be heated readily, and matrices in the stick having approximately the same thickness as the stick.

### Feeding, Folding and Delivery:

2,011,085. PAPER POSITIONING DEVICE FOR FEED MECHANISMS OF PRINTING PRESSES AND THE LIKE. William H. Shackleton, Wayzata, Minn. Application February 21, 1934, Serial No. 712,338. 3 Claims. (Cl. 271—53.)

1. Mechanism for accurately positioning sheet material for action thereupon by a machine, having in combination, a sheet support, a gauge plate disposed adjacent the support, a positioning member movable with respect to the plate, gripping means mounted on the member for gripping the leading edge of a sheet of material, a pair of guide members mounted on the plate and extending divergently toward the sheet and means for oscillating the member so that the same, when moving in one direction, will pull a sheet gripped by the gripping means into abutment with the gauge plate, the gripping means being constructed and arranged to slip with respect to the leading edge of the sheet when the abutment has taken place whereby the sheet will be positioned with its leading edge aligned with the gauge plate.

2,011,231. SHEET TURNING DEVICE. Edwin Olson, Wickliffe, Ohio, assignor, by mesne assignments, to Dexter Folder Company, New York, N. Y., a corporation of New York (1934). Application January 23, 1931, Serial No. 510,661. 43 Claims. (Cl. 271—52).

1. In a machine, a sheet conveyor comprising a series of driven feed rollers arranged in parallel relation in a substantially horizontal plane, a sheet guide extending transversely of the rollers and along which sheets are fed thereby, and means having turning relation with one of the rollers and cooperating therewith to impart a quarter turn to the sheets.

2,011,464. DEVICE FOR REMOVING FROM A PILE OF SHEETS THE SHEET LOWERMOST AT THE TIME. Alfred Winkler and Max Dunnebier, Neuwied, Germany. Application March 20, 1934, Serial No. 716,519. In Germany March 23, 1933. 8 Claims. (Cl. 271—32.)

### Patent Papers:

*Printed copies of Patents are furnished by the United States Patent office at 10 cents each. Address the Commissioner of Patents, Washington, D.C. and enclose 10 cents for each patent paper wanted.*

1. Means for removing from a pile of sheets the sheet lowermost at the time, comprising a machine-frame, a pile-table fixed on the frame and supporting on its hind upper surface a hind portion of the pile, one or more rotary feed-discs arranged with the upper surface substantially in the plane of the upper surface of the pile-table and supporting on the upper surface a front portion of the pile, means for mounting the feed-disc or feed-discs on the machine-frame, means for rotating the feed-disc or feed-discs, means for withdrawing the front portion of the lowermost sheet from the upper surface of the feed-disc or feed-discs and detaching the portion from the rest of the pile, means on the feed-disc or feed-discs for conducting a current of compressed air between the lowermost sheet, when the front portion of the same is withdrawn from the feed-disc or feed-discs, and the rest of the pile and means for removing the lowermost sheet from the upper surface of the pile-table and from under the rest of the pile.

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2,011,505. PAPER CUTTING AND DELIVERY MECHANISM FOR WEB CYLINDER LITHOGRAPHING OR PRINTING PRESSES. Walter Harold Smith, Toronto, Ontario, Canada. Application September 16, 1933, Serial No. 689,770. 8 Claims. (Cl. 164—68.)

3. In a cutting and delivery mechanism for cylinder presses, the combination with a revolving cutter, means for feeding a freshly printed web in a horizontal direction towards the cutter, a sheet receiver, means for engaging the unprinted face of the web for conveying each sheet from the cutting point to the receiver at an accelerated speed, and means opposing and having no mechanical contact with the freshly printed face of the web for pressing the web into contact with the conveying means.

2,011,744. SHEET FEEDING DEVICE. Arthur Wormser, Offenbach-on-the-Main Germany. Application July 16, 1934, Serial No. 735,489. In Germany July 8, 1931. 13 Claims. (Cl. 271—53.)

1. In combination with a sheet feeding device, an impression cylinder, means for imparting motion to the periphery of the cylinder, a set of grippers for transferring a sheet to the cylinder, means for feeding the sheet and transferring it to the grippers, and means for imparting to the grippers a continuous rotary movement of varying speed equal to the speed given to the sheet by the sheet feeding means at the point where the sheet is transferred to the grippers and equal to the peripheral speed of the cylinder at the point where the sheet is transferred from the grippers to the cylinder, the speed of the grippers between the feeding means and impression cylinder being at no time greater than the peripheral speed of the cylinder.

2,012,448. SHEET FEEDING MECHANISM. Henning Hallstream, Braintree, Mass., assignor to Cross Paper Feeder Company, Boston, Mass., a corporation of Massachusetts. Application March 12, 1930, Serial No. 435,040. Renewed June 18, 1934. 5 Claims. (Cl. 271—46.)

1. Sheet-feeding mechanism comprising a rotary actuating member, stationary gear, planet gears journaled upon the actuating member at diametrically opposite points and revolving about the stationary gear, a crank connection rotated by each planet gear, a driven member, links connecting each of the cranks in the driven member in a manner such that the cranks are oppositely directed at all times, and means for rotating the actuating member to impart a constantly varying movement to the driven member through the planet gears and operating connections.

2,013,220. SHEET SORTING MEANS. Arthur Rosenthal, Grand Rapids, Mich., assignor to The Rose Patch & Label Company, Grand Rapids, Mich. Application February 10, 1934, Serial No. 710,600. 6 Claims. (Cl. 271—64.)

1. Sheet sorting means for use in conjunction with printing presses that print opposed or different sheets and deliver them singly, unsorted and in a definite order, comprising a driven shaft located at the point of delivery of the sheets from the press, a frame loosely pivoted on the shaft and having at its free end a shaft parallel to the driven shaft, a plurality of pulleys on each shaft and a plurality of belts connecting the pulleys of the shafts in pairs to form a continuous belt conveyor, means for driving the driven shaft from the press, means for causing up and down reciprocation of the free end of the frame timed to reciprocate once for each pair of sheets delivered from the press comprising a grooved cylinder cam, means for driving the cam from the printing press, a reciprocable shaft carrying a crank having a stud thereon cooperating with the groove of the grooved cam whereby the crank and shaft are reciprocated and carrying a second crank, a universal joint connection between the frame and the second crank, a second continuous belt conveyor of a width to convey two parallel rows of sheets with the individual sheets arranged one behind the other and positioned to receive sheets directly from the frame at its bottom position to form one of the rows of sheets, and a third continuous belt conveyor with a deflecting plate to steer sheets conveyed thereon at an angle to and driven from the second conveyor to receive sheets from the frame at its top position, and to deliver the sheets to the second conveyor to form a second row of sheets, whereby identical sheets are all placed in the same row.

2,013,497. WEB GUIDING MECHANISM FOR PRINTING MACHINES. Frederick Lamatsch, Grantwood, N. J., assignor to R. Hoe & Co., Inc., New York, N. Y., a corporation of New York; Irving Trust Company, permanent trustee. Application July 27, 1931, Serial No. 553,267. 3 Claims. (Cl. 270—41.)

1. In a printing machine folder, the combination of two spaced formers adapted to receive printed webs from the printing machine, a set of first nipping rollers located immediately below each former and adapted to forward the webs therefrom, cooperating cutting and folding cylinders located in fixed position below each former and adapted to receive the webs therefrom and to cut the webs in page lengths, a set of second nipping rollers located in fixed positions below each former and between the first nipping rollers and the cutting and folding cylinders and arranged to guide the webs to the cutting and folding cylinders, a single fixed guide roller located intermediate all the sets of nipping rollers and positioned to guide the printing webs in accurate page registration from either set of first nipping rollers to either set of second nipping rollers, the webs from one former passing over the guide roller and the webs from the other former passing beneath the guide roller.


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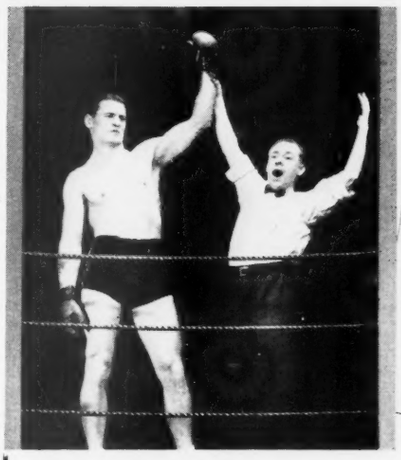


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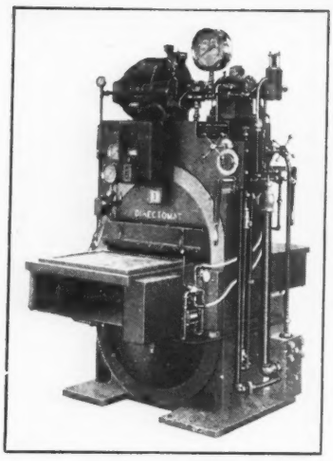

*The* **DIRECTOMAT**
**Hydraulic Matrix Press**

has established a new standard of quality for newspaper printing, as evidenced, for example, by the Milwaukee Journal.

If you are an authority on stereotype equipment and have kept right up to the minute on the improvements in design and construction, then the DIRECTOMAT will appeal to you for a dozen very good reasons.

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In the past twelve months, more DIRECTOMATS have been sold than direct pressure matrix presses of all other makes combined. One DIRECTOMAT sells another.

**Lake Erie Stereotype Equipment Company**

Division of Lake Erie Engineering Corporation, Buffalo, N. Y.
KENMORE STATION, BUFFALO, N. Y.

*Selling Agents:*

Flexideal Dry Mat Company - 21 West Street, New York
B. O. Henning Sales Agency - 608 S. Dearborn St., Chicago
Stahl Newspaper Supply Company, Inc. - - Los Angeles
American Publishers Supply - - - West Lynn, Mass.
Toronto Type Foundry Company, Ltd. - - Toronto, Canada

## Will Move To New Home

Rich & McLean, Inc., manufacturers of composing machinery supply parts, have purchased the property covering the entire block front on Frankfort St. including 14-22 Jacob St. and 95-99 Cliff St., New York, N. Y.

The six-story building is now being remodeled for early occupancy by Rich & McLean. Additional mechanical equipment is being installed.

## Ortleb Moves

About October 15th the Ortleb Machinery Company will be located in a new home at 3818 Laclede Ave., St. Louis, Mo. Twice as much floor space will be available in the new building on which a long term lease has been taken. New machinery will be installed.

## The New Oxford Bible

The Lanston Monotype Machine Company has purchased a copy of the New Oxford Lectern Bible, consisting of two volumes. It is intended to exhibit these volumes at gatherings of printers and book-lovers. The Bible was planned, format established and the typographic layout made by Bruce Rogers. The printing was done in England under Mr. Rogers' supervision at the University Press, Oxford. The text pages were keyboarded and cast on the Monotype in a special adaptation of 22-point size of Centaur.

The edition consisted of 200 copies bound in two volumes and printed on hand-made deckle-edge paper. Of these 180 were offered for sale at $265 each, 40 copies being allotted to Mr. Rogers to be distributed in America. The books are hand-sewn and encased in boards covered with a fabric specially made for this edition. Each volume weighs approximately 16 pounds.

## New Studio for Brigadiers

The Thursday night broadcasts of Horace Heidt and his Alemite Brigadiers have been so stampeded by fans eager to see the performance in real life, that new studio facilities at the Medinah Club, Chicago have had to be arranged by the Columbia Broadcasting System. Facilities for seating 600 spectators have been provided. The program is aired over the usual coast-to-coast network, following which the Heidt Brigadiers will indulge in an impromptu entertainment for the flesh-and-blood audience in the studio. For the benefit of mechanical or production executives who may go to Chicago and who may wish to visit the studio, tickets for admission will be available through your Alemite dealer, the Stewart-Warner factory, or from your nearest Columbia Broadcasting Station.

## *Analysis*

(*Continued from Page 29*)

ress of the early evening, whereas the day worker serves full eight hours under enervating conditions.

4. A higher count on night linotype production than on day production. The spread between actual column-of-news time between the two papers is actually not nearly so great as the lineage graph would indicate, running less than two minutes per column usually. This is owing to the fact that nearly all high-count material, such as sports and society page agate and six point and nearly all classified six-point is set at night, being picked up next day

by the *Times-Democrat*. Almost the only extra price material set on the *Times-Democrat* is the early market reports. Likewise most news stories containing six-point and tabulated material which help an operator increase his average, and consequently the entire shop's are released at night and picked up by the afternoon paper. Using a base of 189 lines per galley on straight seven-point, we find the average total count for the *Times-Democrat* runs around 200-205 lines a galley and for the *Phoenix* from 210-220 a galley.

The idea that a live and attractive newspaper must be printed regardless of expense has prevented some managements from attempting to keep account of composing room costs.

Understanding this, we asked our managing editor:

> Are these newspapers as good, better than or inferior to those we put out before installation of the accounting system?

Here is what Paul Bruner, managing editor of the two publications, says:

> We have had no occasion or cause on these two papers to complain that the newspaper is suffering, from an editorial department standpoint, because of the inauguration of the cost system in the composing room. Rather it is my candid opinion that we are printing a better appearing, cleaner paper now than under the old haphazard system of previous years.
>
> Whether this results from the efforts of operators in taking a personal pride in seeing clean and "O.K." proofs from their machines, or from the general psychological effect of the system in operation, I do not know.
>
> But the fact remains that the appearance of our two papers is better now than at any time in my eight years in the editorial department.
>
> The result is that pages move to the stereotyping department more smoothly; congestion is lessened; stories that previously might have missed certain editions now make; there are fewer "bulls" in the early editions and, naturally, there is more time in which to clean up those that will creep into early editions under any system. And the deadline rush at edition time, the madhouse, if you please, while not abolished is greatly minimized.

## Control of Stock

(*Continued from Page 10*)

When inaugurating the plan, duplicate sets have proved desirable—one for the use of the front office, the other for the use of the stock department.

Fig. 2 has been used successfully to insure the arrival of the cut stock in the pressroom in advance of or in time to meet the forms emanating from the composing room. An impression of this form was printed upon the backs of all job jackets. Another set was printed upon 16-lb. bond of a bright cherry color, that a ticket might be discovered readily when attached to a pile of stock.

The operation steps are as follows: The bond sheet is secured with paper clips in register with the similar form printed on the jacket. A piece of carbon paper is inserted and the specifications are then written upon the top sheet. The carbon insures the same information appearing upon each. The job jacket can be referred to, should the paper ticket be misplaced. The cherry bond sheet is then dispatched to the stock department where the stock cutter can begin preparing the stock at about the same time the composing-room begins its operations,

A second set of stock ticket slips, the Shortage Ticket, printed upon canary bond, is used where additional stock, due to excessive spoilage or other reasons, is requested by the pressroom. The pressroom foreman completes these in duplicate, sending one to the stock cutter and one to the office.


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COSTS

CHALLENGE-WILSON
ADJUSTABLE SEMI-STEEL BLOCKS
SAVE TIME and LABOR

★ Plate mounting problems are solved . . . costs are cut . . . production is accelerated . . . hard jobs are made easy — The Challenge-Wilson Block gives you a flexible system for plate mounting . . . equipment to handle almost all classes of work, over a wide range of sizes. Challenge-Wilson Blocks are strong and rigid. They provide an unyielding base, that stands up and holds the heaviest impression on the longest run.

The simple arrangement and few pieces to handle insure faster make-up. The make-ready is 80% less than that required by wood blocks. Narrowest margins — ratchet-controlled steel hooks — accurate brass catches, that cannot work up in the form — point system dimensions — these Challenge features are important aids to fast production and good printing. Write today for details.

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Is supplied in collapsible tubes for convenient application to cuts of any kind which are to be cemented to wood or metal base.

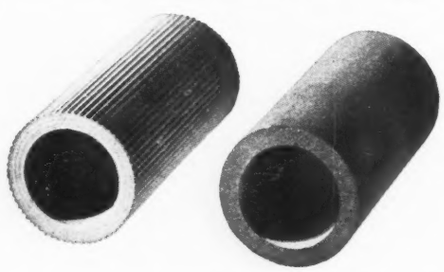
The tube may be rolled from the bottom as the cement is used. No waste —no muss.

Worries caused the mechanical executive by the hazards of lost, misplaced, transposed or inverted cuts are at once eliminated.

50c per large tube; $5.00 per dozen tubes; $4.00 per dozen tubes in gross lots.

## BOOTH'S Green Keyboard RUBBER ROLLS

For Linotype and Intertype keyboards are made with as little sulphur as possible and are therefore non-blooming. This means that keyboard cams will not become fouled from sulphur or



broken-down particles of rubber stock. Booth Rolls are resilient, persuasive and dependable. If you have not done so, try a pair of the new crepe finish rolls.

Corrugated or Crepe Finish—as you choose.

$1.30 per pair; $7.00 per dozen; 55 cents each in lots of 100.

## Another BOOTH Product

Engravers' Concentrated Rubber Cement—$7.50 per 5-gallon can. When mixed with 30 gallons of Benzol, this cement will produce 35 gallons of high grade solution.

**The A. E. Booth Rubber Co.**

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## Increases Enrollment

Signs of returning good times were reflected in the enrollment of 64 students in the Department of Printing at the Carnegie Institute of Technology, Pittsburgh, when classes began on September 25. This is an increase of ten students over last year. Many of those enrolled are sons of printers who have come to Pittsburgh from widely scattered parts of the country to follow Tech's unique course of study. Representatives of 16 states and two foreign countries have registered. Sweden and Canada are each represented by one student. Among the new students is Tage Bolander, of Stockholm who holds a scholarship from the Swedish-American Foundation.

## Offset

(*Continued from Page 9*)

vide a small press and adequate plate-making equipment. When he does so, he is in the fortunate position that the mystery so long surrounding offset has been removed, and the process is simplified and made easily understandable.

It is vital, however, that in the consideration of offset installation you should have a definite plan of action. You should be financed adequately to work out satisfactorily the production and sale of the work that is to be diverted from the other process, such as dealer-helps, direct mail pieces, and advertising campaigns. Your financial structure should be such that you can seek additional business in new fields.

It is vital, in the consideration of offset, to recognize the sales advantage and the prestige of offset. Over and over again we hear of the lessening of sales resistance by reason of the selection given customers in the choice of printing methods.

When the printer who has been selling press hours adds to his profit plate-making hours, he derives an advantage not to be had as an exclusive letterpress printer. Later, if the same printer broadens the scope of his business to embrace four-color process offset work, four-color originals can be bought from outside established sources.

NO CONFLICT BETWEEN METHODS

*Many times I have stressed the fact that offset, in coming into its inheritance, has not found its proper place through the elimination of any other printing method. And now again, I want to make this point very clear: Although letterpress and offset are distinct printing methods, there is no fundamental conflict between them, and nothing to preclude their frequent use in combination. Let all of us understand there is a real need for each printing method, but, for each job some one process will be found to be best.*

In the same way that color work is neither the exclusive possession of the lithographer or printer, so the offset press is as much a printer's tool as a lithographer's. The point of difference is that it be rightfully used. A number of lithographers now use letterpress to advantage as a complement to their business and have for years. This same principle holds the reverse way—printers are using offset to advantage in their own field, as printers.

I have endeavored to cover the *When* to consider offset. The *Why* of offset is more obvious. Printers in increasing number understand today that the offset press for short

and long run work, with its high speed, provides economies in production, in makeready that are not obtainable by any other method.

Printers today are small-press minded. They became so even before the depression made small runs so large a part of volume. I believe this state of mind is due in large part to the efficiency in pressroom production of small high-speed letterpress machines. As I shall mention later, one of the difficulties confronted in understanding the relationship between offset and letterpress is that there is a tendency to size comparison.

THE TASK OF MANAGEMENT

*It is the job of management to organize and supervise the production department. It is essential that the proper technical skill be provided. It is also the job of management to tie sales definitely into the picture and see to it that the production and sales departments work together with the proper esprit de corps. Last, but not least, it is the problem of management to provide the proper cost system and definitely know production cost figures because any business which does not make a profit is eventually doomed to failure.*

The small printer has always been in the same position in the short-run field as the big printer, because he, too, can buy the same machinery as his larger brother.

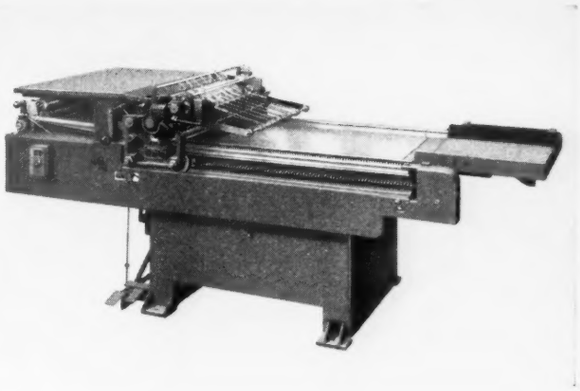
Printers have learned that offset presses of larger size than letterpress may often be used to advantage in both long and short-run work. They must never forget also that the small automatic flatbed, by reason of its high speed will remain secure in its own field. The whole matter is one of understanding the job and the process best adapted to produce it.

This subject of pressroom equipment adapted to the job is unbelievably important in pressroom profit today. That a press will run and produce work, or that a machine has not been sufficiently depreciated on the company books are not good reasons for continuing to operate it on a job to which it is ill adapted. The Graphic Arts industry may profitably pause for quiet deliberation in consideration of adaptability of methods. Do what one will, it is impossible to stop or to minimize the general interest of printers in the offset process. Oftentimes, not only their profit but even their continued existence depends upon its use.

It was inevitable that widespread offset consciousness should result from the recent activities of so many firms entering the field with small high-speed offset presses. The fact that one internationally known office appliance builder has brought out an offset application has made hundreds of printers offset conscious as never before. It has also stimulated interest in offset as far as the buying public is concerned.

The fact, too, that a leader in the field of composing room equipment reversed old policy to build a comprehensive line of equipment for the lithographer and the printer—cameras, whirlers, vacuum frames, photocomposing machines, etc.—is still another tribute to the ascendency of the offset process, regardless of whether it be used in a straight lithographic shop or in the plant of a printer. Still another tribute is given to offset when a recognized leader in the letterpress field re-enters offset. Surely these happenings are recognition that the offset process for certain large volumes of work whether for printers or for lithographers, is the profit way to satisfactory volume.

With the Graphic Arts confronted with the necessity of increasing production and cutting costs, printing equipment is much in the spotlight. Proved principles

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The No. 325A Vandercook Power Page Press produces 1,000 high quality proofs per hour. It is made for publishers who want accurate proofs in quantities that please advertisers.

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COYNE & PADDOCK'S
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*Because*

They have the right degree of hardness to get the very fine lines in the half tones.

The necessary cushion to protect the type.

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**Coyne & Paddock, Inc.**
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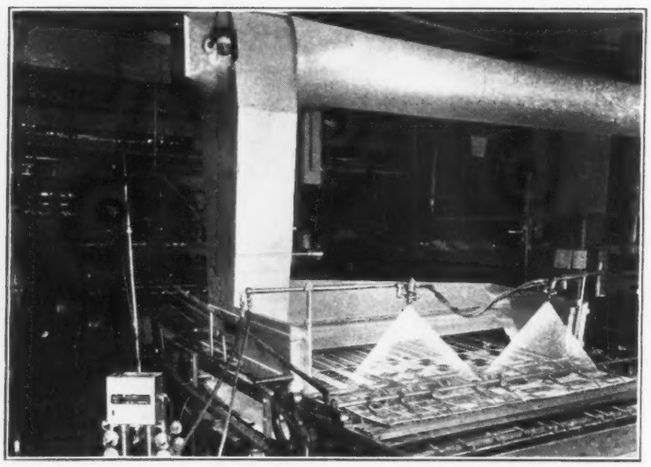
Paasche "No-Offset" Process



*Shows Paasche "No-Offset" Equipment in Operation on Miehle Press Substantial Savings and Higher Class of Work are Guaranteed.*

**PROTECT your printed impressions against all possibility of smudging or ink offset . . . do away with all need for slip sheeting, racking, or thinning inks—by equipping your presses for the Paasche "No-Offset" Process. Cost records show yearly savings of over $3,000.00 per press equipped. Over a hundred concerns installed the process last year.**

Write today for booklet describing the operation, advantages and economies of the Paasche "No-Offset" Process. Used on almost every type of printing press.

Paasche Airbrush Co.
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YOU, TOO, CAN AVOID A LOT OF TROUBLES

**by using VULCAN press blankets. For example, why put up with ghosting? Or bolstering? Or excessive stretch? Or the trouble of breaking-in new blankets? These and many other pressroom troubles are completely banished by VULCAN blankets. Proof? Look around a bit and see what a large percentage of leading newspapers are now using VULCAN cylinder packings. When you learn what users say about them, you, too, will want to avoid trouble and improve your presswork, and at the same time save money, by using VULCAN felt or non-felt blankets, E. D. blankets, draw sheets, and/or underpackings. Booklet, Money-Saving Products for Newspapers, on request.**

VULCAN PROOFING COMPANY
FIRST AVENUE AND FIFTY-EIGHTH STREET, BROOKLYN, N. Y.
Pacific Coast: Ralph Leber Co., Inc., 426 Polson Building, Seattle, Wash.


of offset press building sharply contrast with experimental designs of less experienced makers. It is well to remember that the money which the printer and the lithographer make is from the number of finished sheets off the press and salable at the end of the day.

Initial installation cost may not mean much when translated into hour cost or the per thousand impression cost.

Speed must be understood for real meaning to the pressroom in terms of actual press production. We must understand speed in the light of the job. Guaranteed speeds must be proved. Speed calculations must be based on average, rather than on specific or easy jobs. It is much better that speed guarantees should be exceeded rather than to fail to reach them.

Let me warn you that regardless of the economy of offset production do not go into offset merely because you feel that it is a cheaper method of producing work. We never talk to small or average size printers about large color presses. We never fail to remind all printers that for success in offset installation they must adhere to the business they know. There is no greater folly than to compete with a specialist in his own line. The printer who installs offset will do well to remember these specialists in labels, playing cards, calendars, maps, seed bags, cartons, magazine covers, displays, posters and many other classifications.

Printers, however, do become lithographers. There are many instances where, by reason of installation of large color presses, concerns formerly exclusively printers have become high-grade lithographers and have taken high and representative places in the lithographic industry.

In closing I would like to make one final point. I want to make doubly sure here that the emphasis upon obsolescence of equipment, which has now become so widely recognized throughout the industry as affecting printing profits, shall not be understood as confined to outworn and out-of-date pressroom equipment, but that it rightly includes the larger issue of printing method.

Our industry, which has become so acutely conscious of obsolescence in machine equipment, must now, for its own protection, become equally aware of obsolescence of method as applied to specific jobs. Understand obsolescence as it applies not only to unprofitable press equipment, but to specific method for specific work. Do the job by the process that best fits the job. Each method has its rightful and important place, but for each job some one particular method is best. It is essential to know the right method and to use it rightly.

When install offset? Do it when you have analyzed your own business and can answer in the affirmative that your market is right, your finances right and your management right. Why offset? The reasons are obvious. Offset is a rotary method of production. High speeds are practical and safe. Makeready is practically eliminated. Short, as well as long runs, are perfectly feasible. The scope of operations is broad. Sales resistance is lessened by ability to offer not only letterpress but also offset.

Better accessory equipment is available now than was possible years ago. Improvements have been made in rollers, in ink and in paper. The entire Graphic Arts industry is keenly offset conscious.

Letterpress, in its own field, is supreme, but you must know that field for what it is. Offset has its proper place—a place of increasing importance for you. The thing to do is to find out, with open mind, just what this place is. No possible ground for misunderstanding exists here—no lessening of the importance of any method. I say to you, use offset for that work to which it is best adapted. This only is the sure way to profit.

## ● Technical Literature

Readers of *Printing* EQUIPMENT *Engineer* who are interested, may secure any of the Books, Catalogs or Bulletins listed below by checking the literature desired in the square opposite the title. Mark carefully only that literature which you wish to receive. Fill out the coupon and send it to us. The literature wil be forwarded gratis except where noted.

☐ *Egmont Bold*—Eight-page booklet showing sizes and uses of new type face by means of examples.

☐ *Time Switches*—Illustrated bulletin on time switches for controlling flood-lighting, store and show windows and other industrial uses. Bulletin GEA-1427D.

☐ *Sprayomatic*—Four-page illustrated bulletin describing mechanism for attachment to printing presses for preventing offset on freshly printed sheets.

☐ *Yale High Lift Trucks*—For paper handling uses in the printing plant.

☐ *Dayco Printing Rollers*—DeLuxe catalog illustrating and describing Dayco rollers. Printed by letterpress and offset process. Question and answer department gives technical information about the rollers about which the mechanical executive might inquire.

☐ *What Has a Dancer to Do With Trafton Script?*—Six-page folder containing suggestions for using Trafton Script.

☐ *Power Demand Control*—Bulletin illustrating and describing art of manipulation of connected load in printing plant to obtain maximum production with avoidance of peak periods.

☐ *Broadside*—Illustrates many kinds of dashes, rules and borders obtainable on Monotype Material Making Machine.

☐ *Agitators*—Folder describing ink agitators for attachment to printing press ink fountains.

☐ "*Over the Rough Spots*"—Profusely illustrated 24-page booklet containing information for plant superintendents, foremen and maintenance men on the keeping of floors, roofs, walls and foundations in good repair.

☐ *Booklet*—Describes how the publisher of a small newspaper investigated the problem of a new flat-bed web press for his plant.

☐ *Gillies Gothic*—Folder showing sizes and uses of new type face.

☐ *Broadside*—Illustrates and describes mechanical features and adaptability of Ludlow to various kinds of composition.

☐ *Profit Makers for Handling Paper*—This is circular No. 313. Illustrates and describes truck equipment for handling, conveying and stacking paper in the printing plant.

*Printing* EQUIPMENT *Engineer*,
1276 West Third St., Cleveland, Ohio.

Gentlemen: Please send the literature checked above without obligation.

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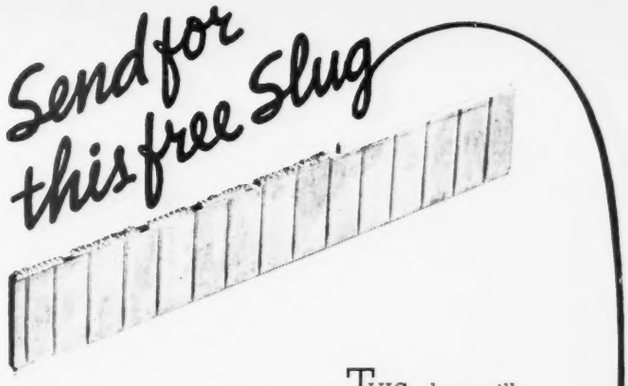


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**H. B. ROUSE & COMPANY**
**2216 Ward Street, Chicago, Illinois**

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# LAST CALL

## . . . FOR MANUFACTURERS OF PRINTING EQUIPMENT AND SUPPLIES

NEXT MONTH—November—we publish the Big 1936 Equipment and Supplies Reference Number. Without question it will be the largest and most complete Catalog or Reference book published in the printing industry this year. Over 8,000 hand picked mechanical and production executives in all daily newspapers and leading commercial, magazine and private printing plants will read this big Reference Number and use it during 1936.

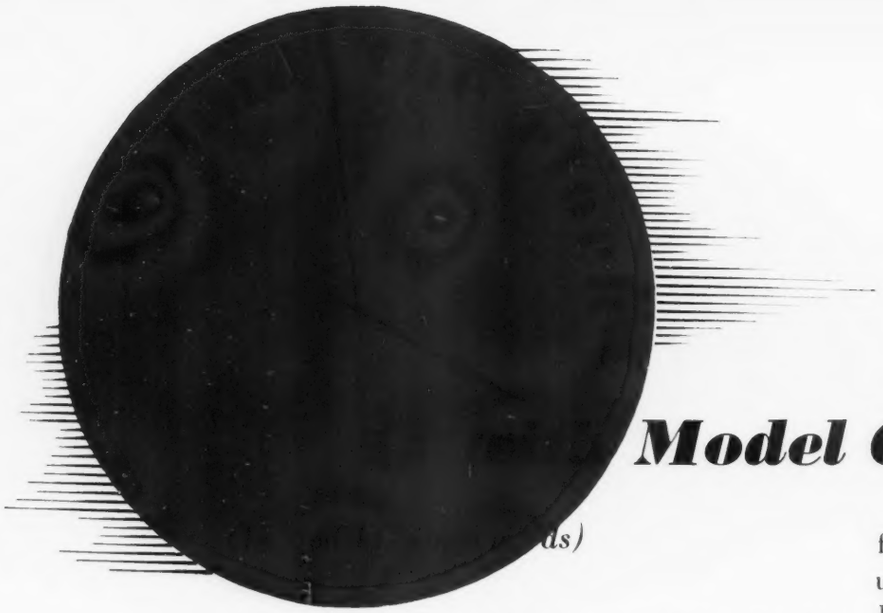
Every manufacturer of equipment and supplies should be represented with space in this book. Here is your opportunity to place your sales story before the "real buyers" of the printing industry—the mechanical and production executives.

There is no advance in advertising rates. Space in this issue costs no more than that in a regular issue of Printing EQUIPMENT Engineer, yet you secure the value of a book that is used for TWELVE months. If you have not already reserved space in this big issue, do so at once!

### ORDER YOUR EXTRA COPIES NOW

There will be a limited number of extra copies of this 1936 Equipment and Supplies Reference book. If you want extra copies, place your order at once. Price: $1.00 each. (Advertisers can get special rates on application.) Send in your order for the 1936 Reference Number now.

**Printing EQUIPMENT Engineer**
1276 West Third Street Cleveland, Ohio

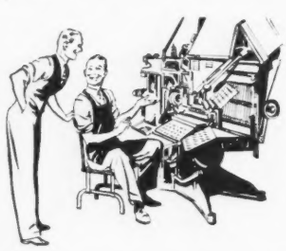


# Model G Intertype

*(As told by the operators)*

"Let me tell you all about my first day's work on this new job.

"Starting in at eight o'clock, I first took on Bill Smith for a little workout on straight matter composition. Bill is a good fellow but he wasn't very friendly toward me at first. Said he'd worked on mixer machines before and didn't want any part of 'em. Started in tap-tapping at my keyboard in a half-hearted sort of slow motion and seemed surprised to find that all the mats got down on time. After a while Bill began to work faster. Soon he was hanging my elevator at seven lines per and saying nice things about me to the foreman.



"Just then along came Johnny Jones with a big take of mixed composition. Johnny is another swell fellow when you get to know him, but just like Bill he started in looking for trouble. Well, the first thing Johnny wanted to know was, 'Where's the side magazine with the 30-point bold?' 'Oh, that,' said the foreman. 'I forgot to tell you. On this Intertype the 30-point bold runs in a main magazine.' 'Well,' says Johnny, now 'that's not a bad

idea.' So he started setting all the mixed copy and pretty soon several fellows were standing around watching him. The thing that surprised them all was the way he finger-flipped back and forth from one magazine to another. Johnny began to enjoy himself and, boy! did he set type!

"By the time Johnny finished his mixed copy the Boss drifted in to watch us and pretty soon the foreman came along with a mess of headletter and ad display lines. And then did we show off! With four side magazines all loaded up with headletter and ad types, Johnny had just about everything except hand lettering right at the tips of his fingers. One thing the Boss said was a new one on him was the way we handled big caps and lower case—caps in one side magazine and lower case in another. 'That is another good thing about these finger-flip changes,' says the foreman and the Boss seemed pleased.

"And so it kept up all through my first shift. Different operators were brought over and introduced—all of them perfect strangers to me—and within a short time they were all my friends. I guess I'm a good mixer in more ways than one, for I sure do get along well with the operators."

*Yes, Model G does get along well with the operators. And with everyone else, too. Send now to nearest Intertype branch office for more information about Model G.*

**INTERTYPE CORPORATION • 360 FURMAN STREET, BROOKLYN, N. Y.**

SET IN INTERTYPE BODONI FAMILY